The National CLEANER & DYER

JULY, 1950

Left: Display in store sells repairs and alterations at Stewart's Cleaners, Billings, Montana. Back of cut-out of tailor are samples of men's suitings for custom-tailoring department. See page 24

ENGINEERING REDUCES LABOR COST....Page 38

RAPID DELIVERY IN RUG CLEANING.....Page 48

SLICKRACKS FOR SPEEDY WORKFLOW.....Page 60

THREE MARKETS—THREE OPERATIONS....Page 76

How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

This means faster cleaning . . . faster rinsing . . . more thorough cleaning . . . a reduction in odor troubles . . . and greater solvent economies because the solvent stays clean longer, requires distilling less often.

If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

JM

*Reg. U. S. Pat. Off.

Johns-Manville

HYFLO

the original high speed Filter Powder

THERE ARE GOOD REASONS WHY

Duo-tex

LIQUID DRY CLEANSER

Keeps Customers Satisfied Year After Year

Yes sir! When cleaners admit that they've tried competitive brands of liquid dry cleaners and still keep using DUO-TEX, you can be sure they have good reasons for it. When comparison demonstrates its easier use — its better and faster job of odorless dry cleaning — they realize that here is a proven cleanser that's tough on dirt and gentle on fabrics, which, incidentally, is the key to keeping *your* customers satisfied.

DUO-TEX is an especially designed liquid filter soap that will not build filter-pressure. It is compounded of the most modern scientific dry cleaning materials and is carefully balanced to permit use of moisture if desired.

DUO-TEX, when used with water, introduces moisture into your solvent in the highly-desired finely divided "misty" state.

DUO-TEX is made from truly stable, non-rancifiable ingredients—has no fatty acids—guarantees against odors.

DUO-TEX made from entirely non-drying ingredients—is used for prespotting or hand brushing, and rinses out completely no matter how long it stands in the garments.

DUO-TEX is easily separated from the solvent by any of the standard methods—caustic clarification, vacuum distillation or sweetening powders.

Duo-Tex is Even Better Today

Because our aim here at Keystone is perfection, our laboratory keeps improving DUO-TEX — yes, improving an already good product. That's why today as always, DUO-TEX means the best in liquid dry cleansers — being preferred year after year by discriminating operators.

DUO-TEX PRICES	Per Gal.
55 gal. drum	$1.60
30 gal. drum	1.70
15 gal. drum	1.80
5 gal. pail	1.90

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Never Before SUCH VALUE . . .
in Chevrolet P•L Advance-Design Trucks

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LEADING WITH ALL THESE PLUS FEATURES:

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

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P*opularity L*eaders
Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—proof of the owner satisfaction they have earned throughout the years.

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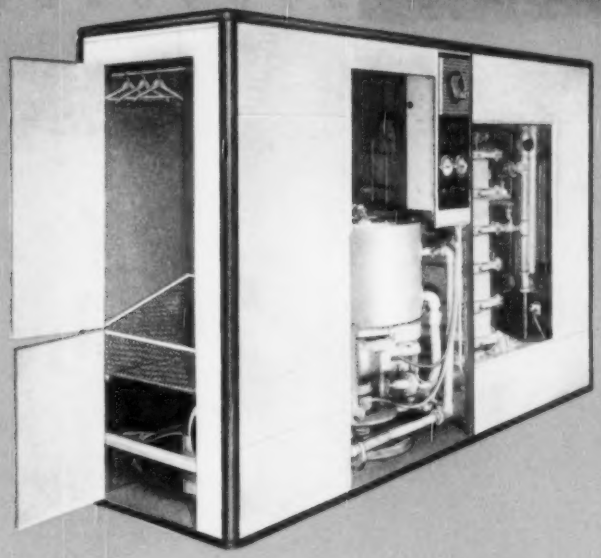
MEANS REAL PROFITS FOR YOU!



SEC-O-MATIC NEW MODEL AH
(Panels removed to show equipment and controls)

CHECK THESE FEATURES!

. . . the unique combination of profit-making advantages found only in SEC-o-matic's new Model AH.

- Cold cleaning—synthetic solvents.
- Completely enclosed—attractive white enamel cabinet.
- Styled for the front of your store—attracts customers.
- Only 3 ft. wide by 10½ ft. long—weight 3600 lbs.
- Handles light loads or heavy loads as required.
- Capacity up to 90 lbs. per hour.
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- Can be converted later to include a perchlorethylene recovery unit *at no increase in floor area.*

OTHER PROFIT-MAKING SEC-O-MATIC UNITS

MODEL AR

A separate complete solvent recovery unit. Can be used with your present cold synthetic cleaner. Completely enclosed.

MODEL AHR

Complete cold cleaning-hot recovery unit in one cabinet. High speed extraction. 90 lbs. per hour.

MODEL AG

Cold synthetic cleaning unit. Tumbler deodorizing. High speed extraction. 90 lbs. per hour.

If you are planning to put in your own cleaning unit, or need to supplement or replace your present equipment, be sure to "check with SEC". It costs you nothing, and can save you much.

For full information, write to

SEC CLEANING SYSTEMS

65 LA FRANCE AVE., BLOOMFIELD, N. J.

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National CLEANER and DYER

VOL. 41 JULY, 1950 NO. 7

ED 'N' PAUL

THERE'S gloom in the mailroom today! The Pirates beat the Dodgers last night, dropping the latter back into a tie for first place. It matters not that the thermometer is near record levels for the Dodgers lost! It matters not that the Post Office may be getting funds for improved service, for Jackie Robinson et al did not prevail.

The pulse of these offices beats with the fortunes of the Dodgers, for the rosy glow in the raven gloom of Paul Mackesey in the mailroom spreads wider than the mailroom walls. The mailroom is our little bit of Brooklyn!

Ed Kerbel is the biggest name in the trade papers division. We all look up to the guy. After years in the Navy giving the needle to sailors as a pharmacist's mate, he's now giving the needle to potential advertisers as the Midwestern advertising manager for National Cleaner & Dyer and its sister publication, Industrial Laundering.

These wrinkles you usually see in Ed's forehead aren't from worry over business. It's his eyeglasses that are bothering him! Trouble is, he's a good pitcher. He's had some darn nice secretaries but they all leave soon to become darn nice wives.

What's the point of it all? Well, I said it was hot, and we love to give both those boys the needle.

—W.R.P.

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Simple Arithmetic

= 54 GALLONS FILTER SOAP

Worth $1.55 a Gallon
Cost 95¢ a Gallon
Saving 60¢ a Gallon

Make $32.40 additional net profit in only a few minutes

Pour 9 gallons of Anolite Anhydrous Emulsifier in a perfectly clean 55-gallon drum. Then add solvent until nearly full.

You now have a highly efficient filter soap equal in cleaning properties to leading brands selling at $1.55 per gallon.

Your cost is only 95c per gallon. You save 60c per gallon, or $32.40 on every 54 gallons you make.

ORDER ANOLITE FROM YOUR JOBBER

R. R. STREET & CO., INC.
561 West Monroe St., Chicago 6 *Industrial Chemists* SINCE 1876

cut hand labor costs in wet cleaning • reduce rehandling to a minimum

This Simple Two-Step Routine Is The Up-to-date Method For Spot Removal On ALL Wet Cleaning Jobs

FIRST...
the *RSR* digestive bath

THEN...
the usual wet cleaning

ALL garments to be wet cleaned should be put right into an *RSR* Bath . . . Thus any hard-set albuminous* stains will be made water soluble and flush out completely in wet cleaning . . . and no re-handling will be necessary.

The *RSR* way insures a quick trip through the Wet Cleaning Dept. . . . It's the sure way for better work, in less time and at lower cost per garment.

RSR REMOVES ALL TYPES OF ALBUMINOUS SPOTS

*BLOOD, GRAVY, MILK, ICE CREAM, COFFEE, DISCHARGE, BEER, EGG, FISH SLIME, GLUE, etc.

WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE, NEW YORK 16, N. Y.

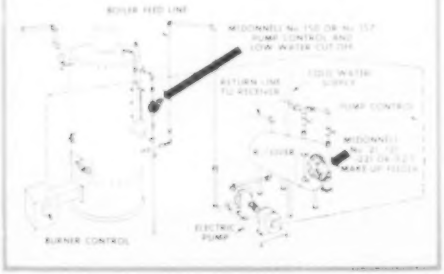
When writing to advertisers please mention The NATIONAL CLEANER & DYER

Know this McDonnell "21 Series"

of make-up water feeders for receiving tanks

- Every control is furnished with gasket and screws ready to install.
- Special blocking plug keeps feeder in perfect condition until installation is completed.
- Note flange forms to fit most openings of existing tanks.

Drawing shows the McDonnell No. 21-121-221-321 used in combination with McDonnell No. 150 or 157 Pump Control. No. 150 or 157 starts and stops feed pump to maintain boiler water level within the close limits which assure best steaming efficiency and fuel economy. McDonnell No. 21 on receiving tank maintains water level in receiving tank for pump to draw on. This is the modern way to do the job. Ask about it.



—the way out of your troubles

If you've struggled with ordinary float switches or make-up feeders, you know how important it is to equip your receiving tank with a make-up feeder that works right *always*.

The McDonnell "21 Series," shown here, sums up the best of all we have learned in making hundreds of thousands of float operated devices. It's a quality control all the way through . . . generously designed, ruggedly built. It has the McDonnell cam-and-roller, straight-thrust stainless steel valve with powerful float action to seat it drip-tight against any water supply pressure up to 150 lbs. per sq. in. The valve is protected by a large strainer mounted on an easily removed plate for quick cleaning. Installed right on the receiving tank, the No. 21 feeds water directly into the tank as shown by the dotted line.

Typical of the care we have taken to assure dependable performance, a provision has been made to hold the float firmly in "down" position during shipment and installation. This is accomplished by a special blocking plug. Inserted in the plug (which you see at the top of the flange) is a brass rod of proper length to hold the float securely in extreme down position until the feeder is installed. When the installation is completed, the blocking plug is removed, and a solid plug (also furnished) is substituted. As a means of preventing injury to working parts during shipment, and therefore assuring good performance, this is a far more important feature than it might appear to be at first thought.

Notice that in the "21 Series" there is a flange available to fit practically every tank opening. All screws and gaskets are furnished right with the feeder to make a quick change-over. The only piping necessary is the ¾" cold water supply connection. If you are now using a float switch to control your feed pump, note the advanced McDonnell method of boiler water level control opposite which utilizes the "21 Series" with the McDonnell No. 150 or No. 157 pump control.

Write for bulletin containing complete details.

McDONNELL & MILLER, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Doing One Thing Well

McDONNELL

Boiler Water Level Controls

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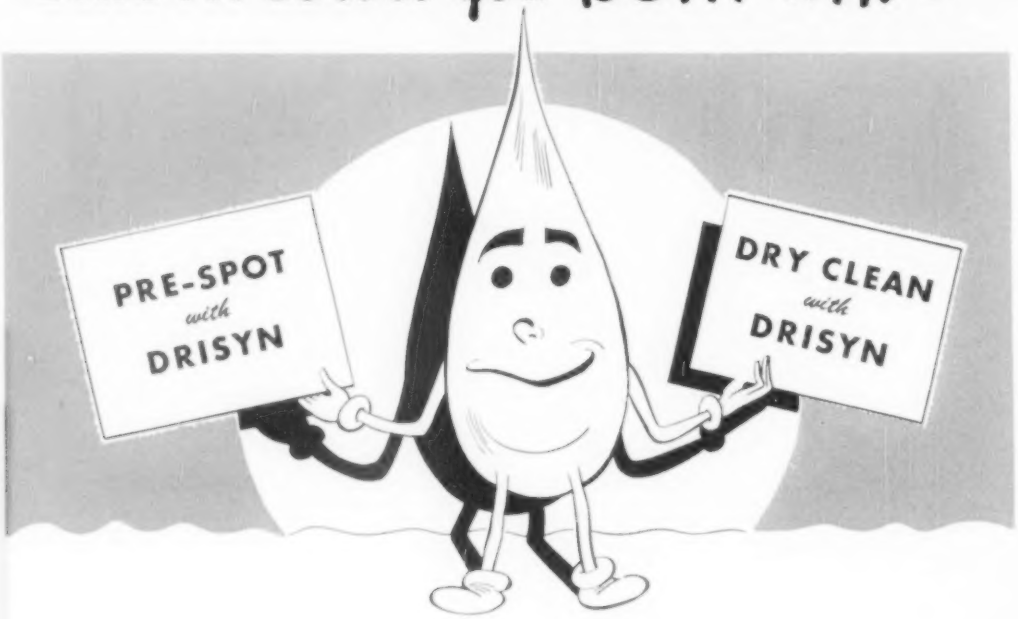
DRISYN *serves you* BOTH WAYS



Don't gamble with a pre-spotter that will sabotage your solvent . . . gum up the works . . . contaminate your cleaning and fill your system with a heavy, rancid, corroding build-up. Most pre-spotters fight your filter — produce push-pull effects that break down filtering efficiency and build up pressure. Pre-spot and dry clean with DRISYN . . . have your spotting and cleaning functions in step, in line and flowing in the same direction.

FOR PRE-SPOTTING . . .

Try DRISYN! DRISYN removes food spots, sweet stains, blood, beer, perspiration—all stubborn stains that ordinary pre-spotters, solvents or mechanical action can't budge. It pre-spots quicker, better, safer—at lower cost . . . and it adds cleaning power—not gummy build-up to your solvent.

Dry Pre-spotter—2 ounces of Drisyn to 14 ounces of solvent.
Wet Pre-spotter—2 ounces of Drisyn to 14 ounces of water.
Combination spotter—2 ounces of Drisyn to 7 ounces of solvent. Add 7 ounces of water.

FOR DRY CLEANING . . .

Try DRISYN! DRISYN is the complete concentrate—no water—no solvent—no inactive materials. One stock "soap" solution cleans every classification . . . gives you the cleanest whites, brightest colors, sharpest stripes that you've seen —and the softest, smoothest, "just-like-new" finish to garments that you've ever felt!

Ask your Jobber about Drisyn today or write for a Drisyn folder.

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E. F. DREW & CO., INC.

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BILL CAPLAN demonstrates the EXCELSIOR *"One Unit"* Method of finishing SPORT SHIRTS faster, easier . . . and at a PROFIT

EXCELSIOR'S One-Operator Finishing System is the Answer

Bill Caplan, President of Excelsior, shows you how it's done. The sleeves of dry cleaned sport shirts are steamed and pressed on the hog-back sleever, and the shoulders are finished on the shoulder puffer. The collar and the top section of the sport shirt up to and including the pocket flap are steamed and pressed on the mushroom fabric head. The remainder of the sport shirt is finished in successive lays on the Offset Finisher. When finishing wet cleaned sport shirts, the sleeves, collar, and top section of the sport shirt up to and including the pocket flap are finished with the steam iron. The balance of the shirt is finished in successive lays on the Offset Finisher. This simple Excelsior one-unit method not only builds profits, but gives a job of hand-finished quality. Write for demonstration in your area.

WRITE FOR COMPLETE INFORMATION TODAY...*Now*

EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH ST., DETROIT 26, MICH.

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LETTERS to the editor

Father-and-Sons Team

Dear Editor:

Here's another family team that's really doing a job of running a drycleaning plant.

In 1914 T. A. Madsen left Denmark for the United States. Mr. Madsen is a Mormon who came to this country because of his religion and settled in Provo, Utah. As soon as he was settled he sent for his wife and their twelve children.

In Provo T. A. followed the same trade he had learned in the old country—tailoring. In 1927 he purchased a drycleaning plant and renamed it Madsen

Team of father and sons who operate Madsen Cleaners at Provo, Utah. Left to right: T. A. Madsen, founder of plant (and family); N. H., manager; Ivan, superintendent; Lyman, drycleaner, and Grant, spotter

Cleaners. In this plant he took charge of the repair and alteration department and put four of his sons to work learning the business. Today these same four boys with their father operate Madsen Cleaners.

Three of the Madsen boys have gone back to Denmark to serve as missionaries for the Latter Day Saints (Mormon) Church, finished the service of their mission and returned to Provo. One brother, Grant, is an NICD graduate and has charge of spotting at the plant.

Madsen Cleaners has a modern plant with 6,000 square feet of floor space, a new cold storage vault with a 2,600-coat capacity, and their front office window affords one of the most gorgeous views in America—for twelve months of the year the snow-capped peaks of the famous Wasatch Range.

Gardner, Oregon LON FANAGE

Ventilation Essential

Dear Editor:

On May 15 I mailed a renewal of my subscription to THE NATIONAL CLEANER & DYER. I am very sorry I let the subscription run out for such a great length of time.

May I take this opportunity to ask if perchlorethylene has a serious effect on health if used without ventilation? If so, is there any other synthetic or volatile solvent that is safe to use under these conditions?

Also, can there be any damaging effect to the material of upholstery by using borax in the proportion of 4 ozs. to 1 gal. water and not rinsing this solution out of the material?

Pittsburgh, Pa. J. F. ORISEIFER

No drycleaning solvent, of either the highly volatile synthetic type or the more stable petroleum type, should be used without adequate ventilation. The only major difference between the two is that the operator will become sick much more quickly and dramatically with synthetic than with petroleum solvent unless the fumes are drawn off before he inhales them to any extent.

The injurious effect, if any, of boric acid (borax) to upholstery fabric would be slight. However, there is a possibility that if the dyes in the upholstery fabric are acid dyes, the borax, as the moisture dries out, will become more concentrated and will loosen the dye. This might not be noticeable until the next time the fabric is cleaned, when the loosened dye will come out and leave a light area.—EDITOR.

Coverage of Dye Workers

Dear Editor:

I am considering conducting a wholesale dye business along with my retail cleaning and dyeing business. Could you secure for me an authoritative expression of what I should do to comply with the new Federal Wage Hour law passed last winter? Will it affect the hours or wages of my cleaning plant employees?

E. S. WILSON

Lubbock, Texas *Tech Cleaners & Dyers*

You will be exempt from the *Federal* Wage-Hour Law so long as the volume of business done outside of the State of Texas amounts to less than 50 percent of your total volume. If you do business with other businesses (not individual people) engaged in mining, manufacturing, transportation or communications, and that type of work amounts to more than 25 percent of your total volume, then you would come under the law.

If you maintain the wholesale dye business as a separate business, then it is possible that you would have to comply with the minimum wage regulations in the wholesale dye business. —EDITOR.

Tribute from Britain

America's the place where cleaning was born,
They've always had their things spruced up before
hardly worn.
In England now it's different; they wear and wear—
Wear until the God damn things are nearly threadbare.
Of course, out here the local trend,
A man's soiled coat is his best friend;
Ashes to ashes, dust to dust,
They also serve who stand and rust.

Gateshead on Tyne, England MARIA LILIAN SOUTHERN

We don't know if this entertaining verse from our poetic correspondent in England is a tribute to our national cleanliness or to the successful selling efforts of our drycleaning industry. In either case, thanks on behalf of the American consuming public.—EDITOR.

RIGHT to work with because it's RIGHT to begin with!

MORE THAN 60,000

HUEBSCH *open-end* TUMBLERS

NOW IN DAILY SERVICE

BASIC HUEBSCH DESIGN BEST

FOUR SIZES

36" x 18"
36" x 24"
36" x 30"
42" x 42"

PRICES BEGIN AT

$405.00

...including fused extinguisher and explosion-proof motor.

See your Huebsch representative or write, wire or phone us.

One-Lever Temperature Control provides complete range of temperature adjustments from hot to cold for faster, better drying.

Exclusive Huebsch "Spun-Lock" Cylinder construction insures a longer life of drying service.

Compact construction ... Huebsch Tumblers, used individually or in a battery, cost less to run and maintain. Low initial cost.

Saves labor, maintenance, power, fuel

Huebsch invented the Open-End Tumbler in 1932. Since that time, Huebsch designers improved and perfected this machine to its present unequalled efficiency.

Huebsch Tumblers are designed for super duty. Sturdily built to take the day-after-day punishment of drying capacity loads ... streamlined to save floor space and make your operator's job easier and quicker.

Every design feature has been proved practical. No fancy trimmings ... no unnecessary panel housings to make maintenance difficult. Important parts such as the motor, reduction drive and coils are in the open so that they can be easily serviced.

Everywhere, Huebsch proved performance ... and Huebsch well-known acceptance ... make Huebsch the wanted tumbler.

HUEBSCH *Originators*

Open-End Tumbler • Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers

HUEBSCH MANUFACTURING COMPANY 3775 N. Holton St., Milwaukee 1, Wis.

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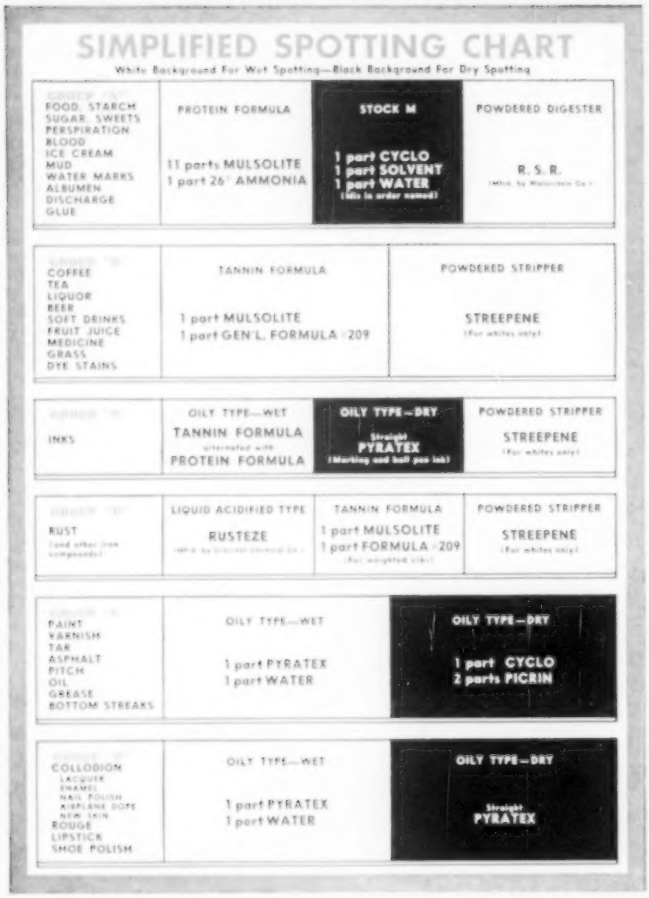
WHEN YOUR PAINT REMOVER FAILS... USE PYRATEX



SIMPLIFIED SPOTTING CHART

White Background For Wet Spotting—Black Background For Dry Spotting

FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R.
COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA #209		POWDERED STRIPPER STREEPENE (For whites only)
INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN	
COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

But even the best paint removers fail in the complete removal of those stains containing collodion in group "F." These include

Lacquer
Enamel
Airplane Dope
Nail Polish
New Skin

Pyratex is also superior to conventional paint-oil-grease removers for the removal of *rouge, lipstick, shoe polish.*

Send for valuable treatise on "Lipstick Loads." This treatise outlines in detail the safest and quickest procedure for handling an entire load which has been smeared by lipstick in a drying tumbler.

YOUR FAVORITE JOBBER HAS A FRESH SUPPLY OF PYRATEX FOR PROMPT DELIVERY TO YOU

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 — *Industrial Chemists* — SINCE 1876

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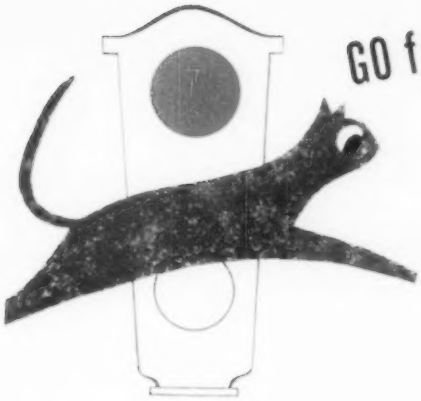

GO for longer life . . .

IF . . . It isn't GREEN, it isn't the NEW improved LONGER LIFE ARROW SPONGE PAD

FOR ALL DRY CLEANING PRESSING MACHINES

Now . . . the original Arrow Sponge Pad that won the acclaim of plant owners from coast to coast, has been made even better. New manufacturing methods give you a pad that lasts longer . . . gives even better results on every type of garment. And . . . now you can instantly, positively identify the genuine Arrow Sponge Pad, thanks to its new green color. Be sure you get the best . . . be sure you get the new green Arrow Sponge Pad. Sizes and shapes to fit all pressing machines.

U. S. PATENT NO. 2482412

New ARROW SPONGE PADS

. . . always best

. . . are now

BETTER THAN EVER

Made of a SPECIAL PRESSING PAD FORMULA OF

Airfoam

SUPER-CUSHIONING BY GOODYEAR

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

ORDER DIRECT FROM YOUR JOBBER

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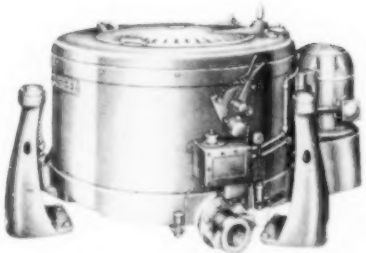
GROSS Motor-Driven All-Roller-Bearing EXTRACTOR 30" Basket

GROSS "Whirl-Omatic" EXTRACTOR 43" Basket



GROSS "Whirl-Omatic" EXTRACTOR 40" and 48" Baskets

Because of their high capacities and high speeds, GROSS EXTRACTORS

- ★ Recover More Solvent
- ★ Lower Solvent Costs
- ★ Reduce Drying Time in the Tumbler
- ★ Cut Steam Consumption in the Tumbler
- ★ Speed Production Through the Plant

Ruggedly constructed, GROSS EXTRACTORS are built for trouble-free operation under all conditions, for long periods of continuous hard usage, and for long-life.

Get the facts...and you'll get a GROSS EXTRACTOR!

Founded 1923

GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Cleaning Equipment

179 HALBERT ST. BUFFALO, 14, N. Y.

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RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners

BEST MONEY-MAKING SPECIAL YOU CAN OFFER IS ADDED SERVICE IN CARPET, UPHOLSTERY CLEANING

Clean up with MULTI-CLEAN

- There's a big potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making extra profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

WRITE NOW-use this coupon

MULTI-CLEAN®
2277 Ford Parkway, Dept. 12R
St. Paul 1, Minn.

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name _____

Address _____

City _____ Zone ____ State _____

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the times

New "Home Drycleaner": New York stores have featured promotion for a new product, called "Re-Clean," which is advertised as a concentrated drycleaner, previously used by commercial drycleaners and now available for home use. It is claimed that the product, which is mixed with water for use, will keep shrinkage to a minimum, remove many stains without leaving a ring, can be used on any fabric, is nontoxic and nonexplosive. The estimated cost of cleaning a dress with the product is given as four cents.

The product is also receiving a good deal of publicity in apparel trade papers and women's page columns.

* *

Price War or Skirmishes? The lifting of minimum price schedules in various California counties has resulted in a situation variously described in newspaper reports as a "full-scale price war" and "some price cutting by several small drycleaning establishments." In some cases the base price has been reduced from the previous $1.22 minimum to as low as 79 cents.

The Alameda County (Oakland area) Dry Cleaners Association plans to ask the State Board of Dry Cleaners to reestablish the price minimums to protect the small independents, according to a statement by the group's secretary, Edith L. Chapelle. The San Francisco Cleaners Association will also ask for a new order, although the situation was not considered a price war by Edward Dienstag, attorney for that organization. John Gudelj, president of the Retail Plant Owners Association, also of San Francisco, denied that any price war existed among its members and stated that a price war was impossible at current wages in the area.

On the other side of the fence, cleaners who have reduced prices contend that there is a demand for low-priced cleaning service, which admittedly is not top quality, while others claim that they can turn out the same quality as higher priced cleaners by more efficient operation.

* *

Aid to Flood Victims: The drycleaning industry of Canada was quick to mobilize for giving assistance not only to drycleaners who had suffered from the disastrous Winnipeg flood but to other citizens of that unfortunate city. At a series of emergency executive committee meetings called by President D. D. Williamson of the Canadian Research Institute of Launderers and Cleaners, various plans were discussed for giving help, especially in renovating household furnishings and linens damaged by the flood.

Members experienced in renovation of flooded household furnishings and clothes, including CRI past president E. R. Jarmain and George Langley, an original charter director of the group, volunteered their assistance.

The Dry Cleaners Institute (Ontario) also planned to give aid not only in money but in reclamation services.

* *

Public Service by Drycleaners: Vogue Cleaners and Laundry, Inc., of Tampa, Florida, is offering its seven new trucks as well as its eleven stores for posting of placards advertising activities of civic interest. The first civic group to take advantage of the free advertising was the Tampa Little Theater.

To help the campaign of the rector of a church at Springfield, Massachusetts, to clear the parish debt, owner Al Bonin of Eagle Cleaners of that city has instructed his employees to mark order slips "St. Joseph's" if a customer mentions the parish. At the end of the campaign he will give 10 percent of the net amount to the fund.

Don Murdoch of Peerless Laundry Limited, Winnipeg, a former director of the Canadian Research Institute of Launderers and Cleaners, has been elected president of Kiwanis International.

Jules Miller, president of Rand Dry Cleaning Stores, Brooklyn, New York, was named chairman of the cleaning and laundry division of the Brooklyn Red Cross corporate contribution campaign.

To cooperate with the recent Clean Up Week at Harper, Kansas, drycleaner Oscar Cather redecorated and modernized the front of Paris Cleaners.

A. J. Merlino, co-owner of Ace Cleaners, Canon City, Colorado, has been elected president of the Canon City Junior Chamber of Commerce.

* *

Industrial Injuries Down: The National Safety Council has released statistics on the frequency and severity of industrial injuries, showing a reduction of 12 percent in the number of disabling injuries in 1949 as compared to 1948, and a reduction over the same period of 9 percent in the severity of the injuries.

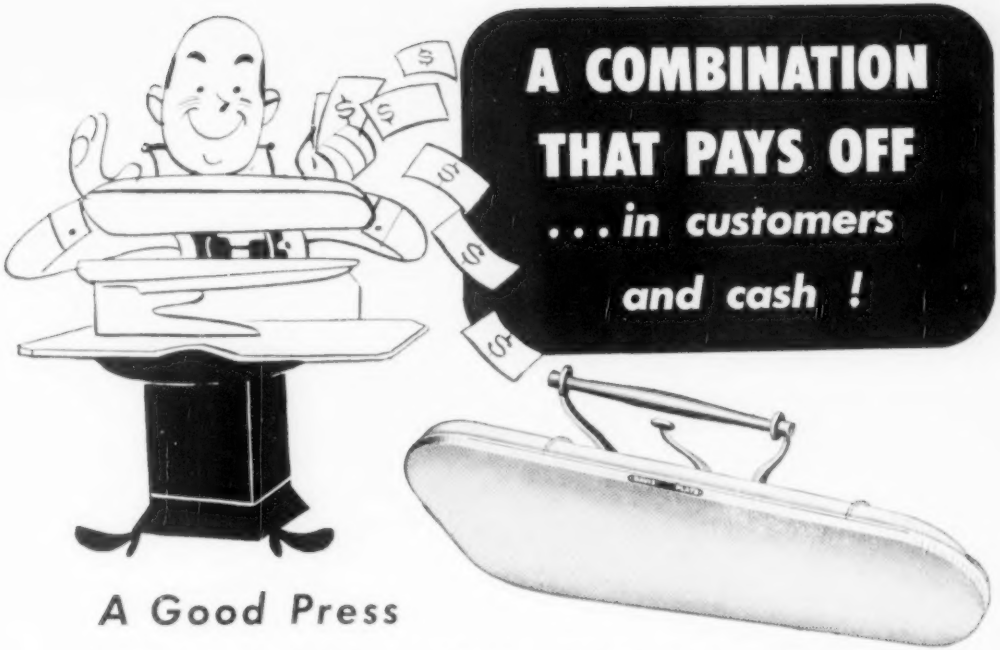
All service industries were down 29 percent in the frequency of disabling accidents and down 63 percent in the severity of injuries, bringing them up to third place in safety.

According to the figures the safest industry, for both frequency and severity of accidents, is communications; lumbering has the most accidents and coal mining the most severe.

* *

Women's Wages in New York: According to a recent survey made by the Division of Research and Statistics of the New York State Department of Labor, the average woman worker in the drycleaning industry of that state earned 81 cents an hour in February 1950. That was 3 percent above the 1948 level and 14 percent

(Continued on page 22)



A Good Press

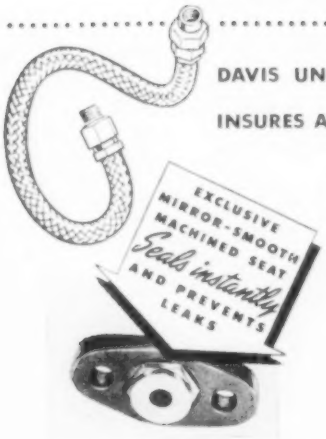
and a DAVIS Fabric-Renewing PLATE

Keep customers—and attract new ones—with quality finishing. A press provides the heat and pressure you need for proper finishing... a finish that "stays put" in delivery, in the customer's closet and while it is being worn. A Davis perforated aluminum plate, with fabric-renewing buffed surface that lifts the nap as it presses, restores newness to all fabrics. Together they give you a reputation for fine quality finishing, and bring in the extra business that builds up your profit. They cost so little, too!

Hoffman XC05, 07, Pantex 45, New York 42

and other 36" to 46" models.....$13.50

Mushroom....$10.00 47" to 54"....$17.50



DAVIS UNIFLEX HOSE, WITH EXCLUSIVE LEAK-PRUFD FITTING, INSURES ALL DAY PERFORMANCE OF YOUR PRESSES—EVERY DAY!

Here's another combination that pays off—in continuous, trouble-free service. Davis Uniflex Hose has the patented leak-prufd fitting with the exclusive mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is complete. Made in all sizes, for all models of cleaning and laundry presses.

ORDER DAVIS PRESS PLATES AND HOSE FROM YOUR SUPPLIER TODAY

Davis SPECIALTIES, INC.

MANUFACTURERS
CHICAGO 24

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There's no business

BUILD YOUR PROFITS AND DRYCLEANING VOLUME

WITH 2000 SHIRTS

A WEEK!

You get a complete shirt department in the Pantex 3-Girl Shirt Department and you do a complete job . . . from marking-in, washing, extracting, starching, finishing and sorting to packaging. Shirt business brings drycleaning business because your customers like one-stop service . . . that's why shirt business is good business.

Pantex
REG. U.S. PAT. OFF.

like shirt business

Shirts, shirts . . . and more shirts! And with each shirt you make a profit . . . right in your present shop. Shirt business brings extra drycleaning business — so you profit two ways! We *know*, by actual experience with many installations, that the Pantex 3-Girl Shirt Department is a money-maker, so why not let us give you all the details on costs, lay-out, etc., at no obligation.

THE PANTEX COMPLETE 3-GIRL SHIRT DEPARTMENT

Pantex *originated* the 3-Girl Shirt Department *. . . to meet the specific needs* of drycleaners! The Pantex 3-Girl Shirt Department needs no washroom, involves no wet, soapy floors, or expensive installations. It's complete, compact, and RIGHT.

Pantex
EQUIPMENT THAT INVITES COMPARISON

PANTEX
MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

PANTEX MANUFACTURING CORPORATION
BOX 660-A PAWTUCKET, RHODE ISLAND

Please send me further information on the Pantex 3-Girl Shirt Department.

Name .....

Address .....

City ..... Zone ..... State .....

5-9

(Continued from page 18)

higher than in 1947. In New York City the typical woman worker earned 84 cents an hour as compared with 78 cents in the remainder of the state, or $33.70 a week as compared with $32.01 outside of the metropolis. Men's and women's pay combined averaged 98 cents an hour in 1950.

Both men and women averaged 40 hours a week in February 1950, with approximately 9 percent of all dryceaning employees working less than 24 hours, and 12 percent working 48 hours.

* *

New Fabric Group: A new association, to be known as the Decorative Fabric Institute, was organized recently by manufacturers, producers and converters of decorative fabrics for the home. The group will serve as headquarters for information on decorative fabrics for both retailers and consumers. It is also planned to direct an industry-wide promotion campaign to stimulate greater consumer acceptance for decorative fabrics.

Cyrus Clark, president of Cyrus Clark Co., Inc., was elected president of the institute. Other officers are Harold Burton, Moss Rose Manufacturing Co., treasurer; Fred Vilmar, Goodall Fabrics, Inc., secretary, and James L. Fri, president of the Upholstery & Drapery Manufacturers Association, general manager.

* *

Rotarians Hear About Cleaning: At a recent meeting of the Rotary Club of Smiths Falls, Ontario, the principal speaker was Ernest W. Finlayson, general manager of the Canadian Research Institute of Launderers and Cleaners. Mr. Finlayson described the operation of dry-cleaning plants and laundries, and discussed a variety of unserviceable fabrics and trimmings.

* *

Textile Testing Course: Under the joint sponsorship of Teachers College, Columbia University, New York City, and the United States Testing Company, Hoboken, N. J., a course will be given this summer on analysis of textiles, identification of fabrics, dye chemistry, detergency, and related research. The refresher course is designed for persons engaged in home-economics education, retailing, and for those who have had elementary training in textile testing.

The course will run from July 17 through August 4, it was announced by Dr. Helen Judy Bond, head of the home economics department at Teachers College.

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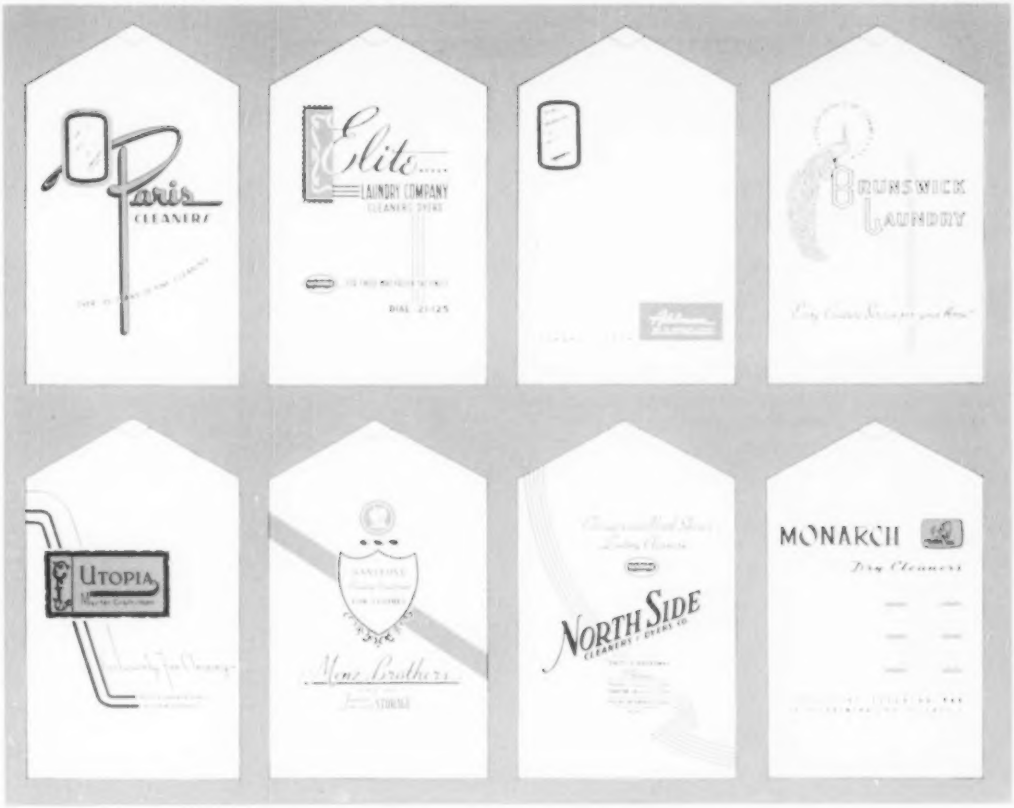


Lincoln personalized garment bag designs sell extra services!

Illustrated above are just eight of the scores and scores of personalized garment bag designs that we have prepared for leading laundries and dry cleaning establishments from coast to coast. Their sales experience on allied services proves the selling value of an attractive design. Your experience can be similar.

Lincoln Bag Company, Inc.

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

LET US SUBMIT AN ORIGINAL DESIGN..... Send us your letterhead or other pertinent advertising material—tell us the story you want to get across—and we'll get up an original design for you, without charge.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Display Promotes Repairs

A LITTLE display promotion goes a long way, according to Al Stewart of Stewart's Cleaners, Billings, Montana. The plant handles made-to-order men's clothing, and has a large repair and alteration department. To increase volume for this department, window and store displays (see cover) are used and counter girls are trained in selling alteration work.

Counter girls are trained both to sell alterations and take measurements

Each customer who brings a garment to the counter at Stewart's is asked about repair or alteration needs while the ticket is being made out. It has been found that more often than not a single suggestion will result in a substantial amount of work.

If the customer expresses a need for any alteration or repair work, he is asked if a Stewart's driver may not call at the house. Drivers are taught how to help customers fill in the alteration or repair ticket, showing exact measurements and detailed instructions.

17 Must's for Counter Girls

AT Las Cruces, New Mexico, Wilford Cothern of Cothern Cleaners has worked out a sheet of 17 instructions for his counter girls which has eliminated a lot of confusion and is resulting in much better service to customers. The counter girl checks the list as she makes out the ticket.

Here is Cothern Cleaners' counter-girl checklist:

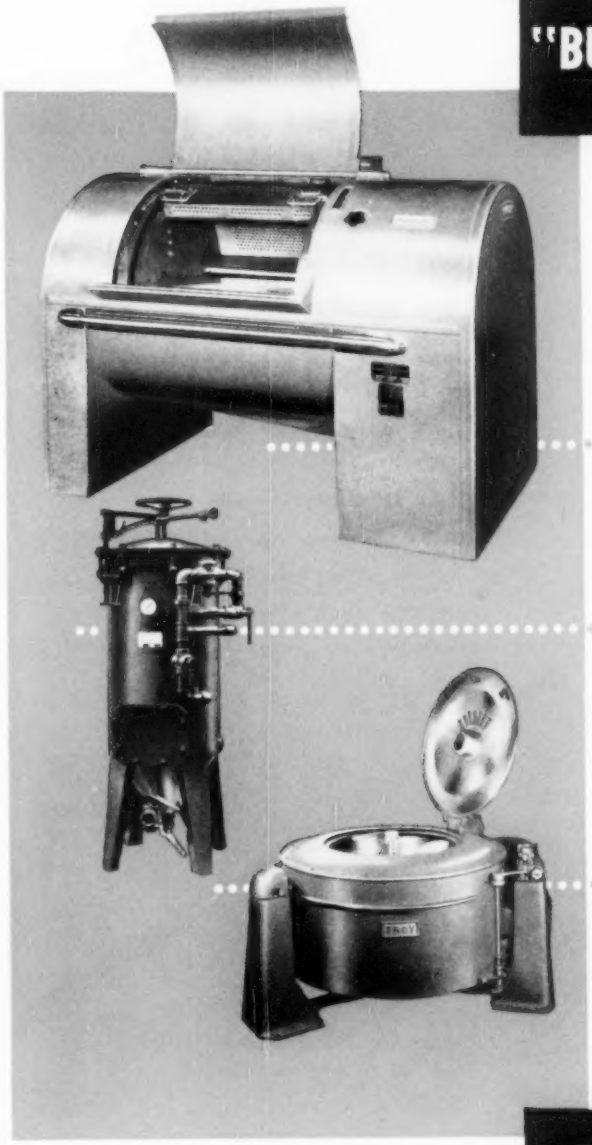
1. Do not let customers wait; take care of them as soon as possible!
2. Make adjustment on complaints the best you can. If you think it will save a customer call use LIST COMPLAINTS IN BOOK!
3. Keep the counter clean—after all, this is a cleaning shop.
4. Put full name, given and surname on ticket. Take your time when making out ticket—check all skirts and dresses for pleats and charge 2¢ for each pleat. Ask the customer if there is any repair work to be made—if so, make a repair ticket then and put the charge on the repair ticket.
5. Add the charge twice to be sure there is no mistake.
6. If order is to be delivered, mark "delivery" on ticket and the address. Add 10¢ at bottom for delivery and put pink ticket with the white one.
7. All money received on account must be ring up as "received on account" and a receipt made for it then and given to the customer, if possible.
8. All hold tickets are ring up as cash.
9. All pay outs are made out of the petty cash box.
10. Refunds to customers are marked as void on cash register. On the tape mark TO WHOM PAID and FOR WHAT.
11. CHECK ALL ORDERS BEFORE YOU LET THEM GO OUT!
12. Try to sack all nice dresses, otherwise let customer ask for sacking.
13. Save as many hangers as you can.
14. Do not destroy any tickets, keep them in order by number.
15. The yellow tickets are to be assembled with numbers in order at the end of the day.
16. When writing ticket for suits, dresses, etc., mark color of dress on ticket; i.e.
    - Black—b
    - Brown—br
    - Blue—bl
    - Red—r
    - Green—g
17. *White* tags are for alterations or repairs. The charge should be put on the tag. *Yellow* tags are for any information to the presser, such as military crease, stretch, even hems, etc. *Pink* tags are to cleaners. *Orange* tags are for storage.

Time for Cleaning

Clock over entrance of Vogue Cleaners, Phoenix, Arizona, has illuminated face visible at night two blocks either way. Clock was designed and built by Jerry Smith, co-owner with his brothers Irving, Harry and Ted

DRESS UP YOUR PLANT . . .
SPEED UP YOUR PRODUCTION WITH.. ....

TROY
"BUSINESS BUILDERS"



If you'd like to modernize your plant . . . if you want to get greater operating efficiency . . . and IF YOU WANT TO INCREASE YOUR BUSINESS . . . then investigate Troy's line of drycleaning equipment. Smart appearance, sturdy construction and smooth operation have made Troy drycleaning machinery a popular favorite among profit-minded drycleaners.

ELECTROCLENE WASHERS

Newest and biggest drycleaning bit! All operating parts fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven though multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ATLAS DRYCLEANING EXTRACTORS

Better quality drycleaning in less time and at lower cost. Center-Sling design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters and at slower speeds for "system license" cleaners.

WRITE FOR NEW 36" ELECTROCLENE BULLETIN. Illustrates and describes new TROY 36" diameter ELECTROCLENE Drycleaning Washer and all its features. Bulletins also available on TROY Mercury Petroleum Units, Garment Presses, Vic Synthetic Units and other Troy drycleaning equipment.

TROY LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario

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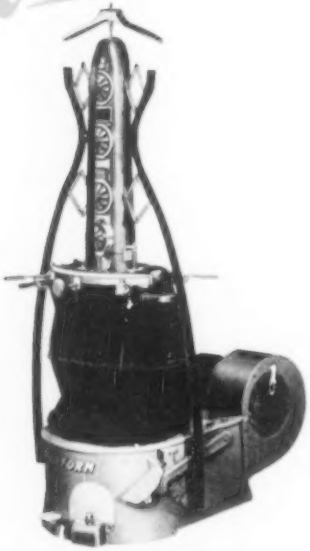
FLEXFORM
DRESS SHAPING
Service

SURE SIGN OF Quality CLEANING



FLEXFORM

Thousands of cleaners throughout the world who feature FLEXFORM Dress Finishing Service have established a valuable reputation for quality finishing and satisfied customers.

Because FLEXFORM finishes ladies' garments to *exact* size and shape, restoring the natural luster of the fabrics, it's sure to please *your* customers—sure to pay *you* extra dividends in *profit!*

YOU CAN BUILD YOUR BUSINESS WITH FLEXFORM

INVESTIGATE NOW!

TRI-PAK Machinery SERVICE INC.

Send today for your free copy of the Flexform Manual

HARLINGEN, TEXAS

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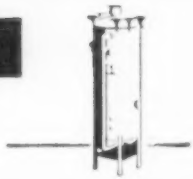
ERUSTO ENERGEX

cleans out dirt like never before

...and here are 4 big reasons why!

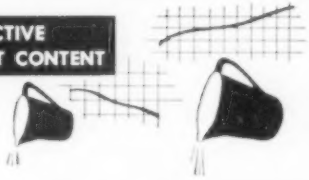
DISINTEGRATES SOIL

FEWER SCRAPEDOWNS



BETTER MOISTURE DISPERSION

HIGHER ACTIVE INGREDIENT CONTENT



Erusto Energex, the energized de-soiler, is an amazingly different dry cleaning compound that gives your garments new lustre and brings delightful satisfaction to your customers! Erusto Energex, a newly-developed product with intense cleaning action, offers you 4 big advantages in one package:

1

The energized components of Energex not only loosen soil, but also have a disintegrating action that breaks down soil into real fine particles. This action explains why Energex digs out dirt from the heaviest woolens and the most fragile silks . . . also dissolves the dulling films on whites and colors.

2

Energex does not contain free fatty acids—therefore odor troubles and unnecessary filter screen scrapedowns are eliminated.

3

Energex will form stock solutions with moisture that are stable for days instead of hours. This increased stability means better dispersion of the moisture in the washer.

4

The high active-ingredient content of Energex gives you a better cleaning job at exceedingly low cost.

Remember . . . Energex has been tested in plants throughout the country. Try it! You'll find that a small amount works wonders!

- Use ordinary solvent clarification methods
- Use in all types of petroleum or synthetic solvents
- Use with ammonia or any present day moth repellent
- Use wherever dry cleaning soap is ordinarily applied

PENN SALT

dry cleaning and laundry products

Pensal • Perchloron • Penozone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Solvent • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusticator • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustolax—Trade Marks Reg. U. S. Pat. Off. (Also: Penbrite • Energex • Sparkette)

Progressive Chemistry for a Century

SEND FOR THIS FREE BOOKLET TODAY!

Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co.
2079 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me your free booklet, "How to Dry Clean Economically."

Name_____ Title_____

Company_____

Address_____

City_____ State_____

I'VE HAD 20 YEARS OF SUCCESS with SOLVINK

An Entire Generation of Dry Cleaners Endorses SOLVINK—the perfect Spot Remover for ink, rust, paint and blood stains!

For twenty years and more SOLVINK has been building business and extra profits for dry cleaners. It removes ink, rust, paint and blood stains. No waiting. Nothing to dissolve. SOLVINK goes to work immediately. Order SOLVINK today and discover for yourself why it's been preferred for 20 years.

½ pint set Solvink—(2 solutions)—$2.25

.... AND YOU'LL HAVE THE SAME SUCCESS WITH GREENZYME--FOR ALBUMIN STAINS

Greenzyme, on the board or in the bath solution, is the perfect spot remover for albumin stains. When used on the board *Greenzyme* eliminates the need for expensive, time-taking wet cleaning. Pays for itself, pound by pound. Order *Greenzyme* with the same confidence that you order Solvink.

$3.95 lb. in case lots

SIZ-IN FOR SUMMER HAT BUSINESS

Siz-In has everything you need for hat blocking—felts, straws or panamas. Gives hats a new-like finish. No stiffness. No shine. There's extra profit for you this summer in Siz-In.

$3.95 per gallon

ORDER FROM YOUR JOBBER NOW

WRITE US DIRECT FOR FREE SAMPLES

GREENVILLE CHEMICAL CO.

DEPT. N-2 • GREENVILLE, S. C.

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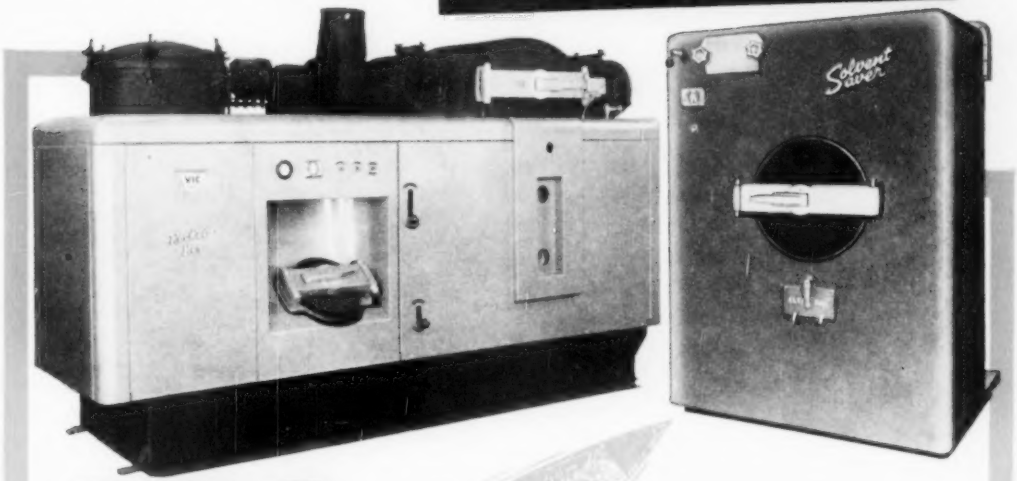
Introducing the **FAST** { GREATER CAPACITY / LARGER VOLUME / IN LESS TIME / AT LOWER COST



VIC ROCKET PER

The MACHINE that does MORE at LOWER COST . . . and COSTS LESS THAN ANY COMPARABLE UNIT ON THE MARKET . . . available with or without Still!

Big claims, you say? Right! But every one has been proved in the crucible of ACTUAL PERFORMANCE!

Now VIC ROCKET Per gives you 144 pounds per hour in 36 pound loads . . . completely semi-automatic . . . the 36 inch Drop Basket assures better cleaning, larger capacity. Garments are left completely dry, fluffed, completely free from both odor and lint.

Get all the facts! Why be satisfied with anything less than the best . . . especially when the best costs you less!

WRITE FOR FURTHER INFORMATION

MORE
Volume . . . .

FASTER
Service . . . .

BETTER
Cleaning . . .

GREATER
Profits . . . .

MODEL 24 VIC SOLVENT SAVER AND THE MODEL 29 CLEANING UNIT CAN BE PURCHASED SEPARATELY!

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

MAIN OFFICE AND PLANT **VIC CLEANING MACHINE CO.**

MINNEAPOLIS 3, MINN.

NEW YORK
22 West 3rd St.

ST. LOUIS
3335 Union St.

LOS ANGELES
8480 S. Main St.

CERTIFIED SALES AND SERVICE IN ALL PRINCIPAL CITIES

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GADGETS and gimmicks

Godfrey's Demonstrator

THE latest streamlined trailer used for demonstrating drycleaning equipment has appeared in the region around Norwalk, Ohio. Equipped with a butane-gas-fired boiler to operate the presses, pullers and spotting board, it is owned by the Jack Godfrey Equipment Company.

While this is an interesting and dramatic manner of presenting your wares to drycleaners, it also presents a novel possibility for exploitation by plantowners who operate a string of small drycleaning plants. Flexibility is a prime asset claimed for such a group of self-contained units, because they can help each other out in a pinch.

We now look for some smart operator to rig up a trailer with a small cleaning unit, spotting board and press. Then when a plant breaks down or gets an overload, this trailer can be moved "on location," or nearby if necessary, until the emergency is past. Also, if the manager gets a large special order that warrants it, the unit can be taken to the job instead of vice versa.

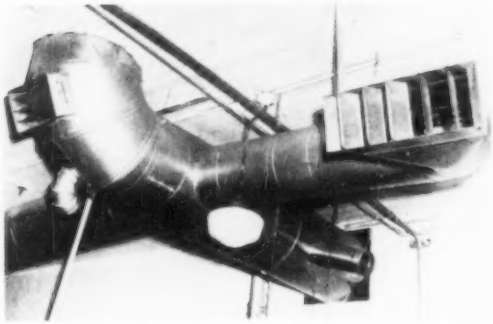
The finishing equipment demonstrator on wheels

Finally, we expect some equipment firm will rig up trailers that can be moved in behind a plant to handle the drycleaning, the spotting or the finishing, while that particular department is being remodeled in the plant. Even at a modest rental such a rig would compensate the drycleaner for the overtime and wear-and-tear saved by not calling a crew in over weekends.

Effective Cooling System

THIS cooling system at Troy Parisian Dry Cleaning, Pocatello, Idaho, drops the temperature 15 to 20 degrees in the finishing room with 3,000 square feet of floor space. The system relies on a 36-inch fan mounted on the roof of the building. The fan draws air through a vapor air-conditioning box and forces it into the finishing room through a 36-inch-diameter pipe.

This main lead pipe has two arms 24 inches in diameter, one 8 feet long and the other 21 feet long. Each arm has a shuttered ventilator, with shutters adjustable with a rod from the floor. Two small pipes, 6 inches in



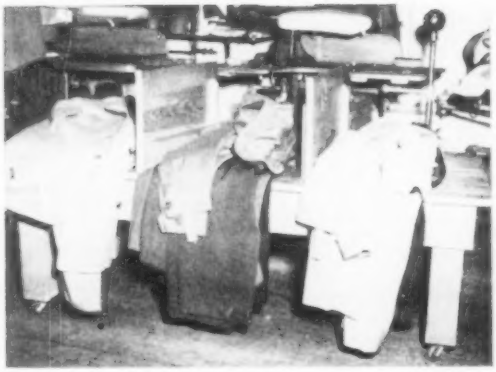
diameter, also bring cool air into the room from the 36-inch pipe.

Past the 24-inch pipes, the main lead pipe extends through a wall. It has a 10-shutter ventilator opening which serves to cool the store, which has 1,200 square feet of floor space.

Lot Table for Men's Wools

A CASTER-MOUNTED table 60 inches long, 28 inches wide and 20 inches high, with two 12-inch-high center partitions, is used at Freeman Cleaners, Greeley, Colorado, for dividing lots at the men's wool line in the finishing department. Garments for one lot go in one bin of the table. If a second lot comes up while work is still being done on lot one, this work goes into the next bin.

"It keeps the lots separate," manager George Kennedy says. "After the garments are finished they go on separate rails, as we have three rails leading off from the men's finishing line, one for each lot. This bin separation has been no bother and has proved of great benefit in keeping lots in units, especially when we have to check different lots."



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National CLEANER and DYER
Vol. 41, No. 7 EDITORIAL JULY, 1950

DOZEN DR. LYLES

A FORWARD-LOOKING suggestion was made in the pages of one of the trade journals in this industry recently, calling for the establishment of a foundation to provide broad advanced training in dryeleaning technique and plant management at the college level. The purpose is not only to provide the industry with a source of improved management material, but to provide qualified men for research and development of new techniques and equipment.

After worrying this thought around for some time, we have come to the conclusion this would cause too serious a dilution of our efforts and resources, assuming that the members of the industry would be footing the bill. It would be a duplication of training already available through the schools at the National Institute of Cleaning and Dyeing. It would be a superficial filament of dryeleaning threaded through courses that are generalized to fit a number of industries, unless you can draw an enrolment comparable to that at NICD. That would be extremely difficult at college level.

Dryeleaners tend to forget that 90 percent of the problems they deal with must be dealt with by all businessmen. If you attempt to distill a dryeleaner's needs down to those unique to his industry alone, you come up with a relatively small list. In fact, you come up with just those things provided in the technical and management courses at the National Institute.

If your boy is to get a college degree before showing the old man what's what in the old family plant, why not send him to a good tough college with a minimum of frills? There he majors in business administration, with a minor in science—a little chemistry, physics and textile chemistry. If he's never worked the plant, give him a year at learning the headaches the hard way. Then three concentrated months in the Institute's technical course, with dryeleaners as classmates and instructors.

A research scientist is not primarily a dryeleaner, but a student of textiles, detergents, steam engineering or stresses and strains of metals. He then proceeds to apply that wider knowledge to specific problems in the dryeleaning industry. It thus becomes possible for Dr. Lyle, for instance, now with the NICD, to collaborate with Dr. Rosato of the Lowell Textile Institute. For two years Dr. Lyle has lectured to not only the few textile chemistry students who might be interested in dryeleaning, but to all those who are going into manufacturing, weaving, garment making or any of the other textile industries.

What we need is not one university with dryeleaning among its many degrees, but a dozen Dr. Lyles working out of the NICD and the Canadian Research Institute to give seminar courses in dryeleaning problems to textile and detergency students in a hundred universities.

INADEQUATE SALES

ACCORDING to a report by the famous mercantile agency, Dun & Bradstreet, Inc., the rate of business failures appears to be back at the level of 1940. While there is some variation among industries, dryeleaners are near the average. Three-fourths of 1949's failures started business since the last year of the war, 44 percent in the past three years.

One interesting development is that the average liabilities of defunct dryeleaning plants have decreased in a year's time from $20,600 to $16,800, suggesting perhaps that a lot of the big oldtimers that limped through the depression to be saved by the war folded soon after.

In over 87 percent of the failures, Dun & Bradstreet blames the lack of qualifications of the management, with a third of the failures arising from outright incompetence, a quarter due to lack of managerial experience, and another quarter to lack of knowledge of dryeleaning.

As a result of those various weaknesses, 43 percent of the failures occurred through inadequate sales; 15.5 percent were from excessive fixed assets.

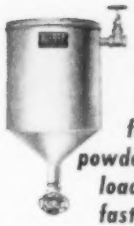
The other sins of the failing dryeleaner are many, but these two are contributing causes in most cases not included in the percentages shown above. It hardly seems necessary to point out that a cleaner must strive to balance market and capacity, or he may end up a Dun & Bradstreet statistic.

RENUZIT TO BOBBYSOX

AN example of how jealously the dryeleaner must patrol his public relations fences appeared in the January issue of *What's New in Home Economics*, a publication circulating among home economics teachers throughout the country. This issue contained an eight-page section prepared by the Renuzit Home Products Company, makers of Super Renuzit and Renuzit Spot and Stain Remover.

Eight pages tell our home economics teachers, and through them our future homemakers, about the wonderful properties of this home dryeleaning product. It is a beautiful piece of promotion, from the folks on the cover in evening clothes, through microscope pictures of how the stuff loosens dirt, the basic steps of home dryeleaning, lots of little helpful hints, descriptions of fabrics, discussions of sweaters, sportswear, accessories, household items, walls, floors, windows, cars, paint brushes, suitcases, ostrich plumes, sneakers, and for further information write Ruth Clarke, director of consumer service.

So-o-o-ay! When was the last time you delivered a few hundred words on the virtues of dryeleaning to the kids in *your* neighborhood school? Hmmmm?



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for cleaner powder, cleaner loads, cleared faster, easier

Sends filter powder direct to filter, away from garments . . . saves hundreds of steps, hours of time. Simple operation. Easily installed.
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3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes:
B2-133D (120#) . $ 98.50
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BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments without crushing or wrinkling. Saves labor. Very maneuverable, compact.
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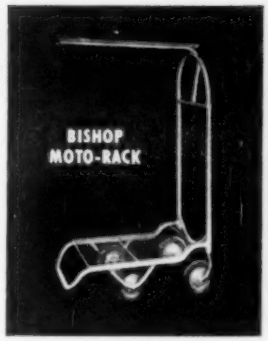

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For automatic garment assembly, twice as fast in half the space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. Pays for itself.
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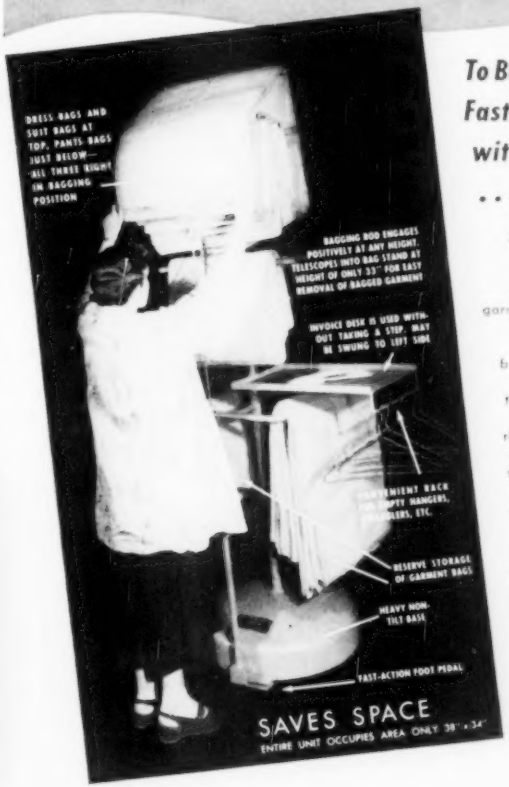

To Bag More Garments Faster, In Less Space with NO WALKING . . . NO REACHING . . . NO LIFTING

Every aid to fast, efficient, effortless bagging of cleaned garments is right at the operator's fingertips with this compact, complete unit. It comprises a bagging stand, overhead racks for several hours' supply of three sizes of bags, an invoice desk (adjustable for either right or left-handed operator), and racks for a large reserve supply of bags — all contained in less than one square yard of floor space. The overhead bags are in position to be dropped quickly and easily into place over the garment. Bagged garment is removed from the stand with only a slight upward lift to one side. Over-all height of unit, 88½"; height to top of extended bagging rod, 67". Heavy steel base 24" diameter . . . needs no lagging to floor. Model B30-1, only $59.50.

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COSTS DOWN

Productive Labor Cost Cut One-Third Within Twelve Months at Milwaukee Plant

THE job of whipping a plant into shape and cutting productive labor costs is never an easy one for the industrial engineer in charge unless he has full cooperation of the owners and the managers as well as the various department heads.

Here at Uptown Cleaners we have cut our productive labor cost from 40 percent to between 26 and 27 percent in 12 months' time. And it has been an easy job—easy, because there has been 100 percent cooperation.

One year ago Uptown was purchased by the Adelman Laundry Company of Milwaukee, which is managed by Albert Adelman, son of Benjamin Adelman, the founder. Another son, Lawrence, is the manager of Uptown Cleaners. At the time of the purchase I came to Milwaukee to revamp the Uptown plant.

When Uptown was acquired by the Adelman Company it enjoyed a good reputation and a strong volume but, as in a great many quality plants, the operation cost had skyrocketed. Not only was productive labor cost running around 40 percent, but overtime pay of employees practically equaled the regular pay. The plant operated 10 to 12 hours out of every 24. Thus, the revamping of methods and layout was a long-term program since changes could only be made on week ends.

Today, one year later, the plant is operating on a 40- to 45-hour week—with the same volume, with 15 percent fewer employees, and with a productive labor cost of between 26 and 27 percent.

In the main, here is what was done which accounted for this improvement.

1. A complete change in layout was developed and installed which eliminated backtracking, unnecessary handling and rehandling of work.

2. Methods were changed and simplified and employees trained in the new methods. Those employees who would not adapt themselves were replaced.

3. A supervisory training program was installed.

We made our first major changes at the marking department, which was moved from its former location 75 feet from the drycleaning room to an area adjoining the drycleaning room.

Use of ring knife speeds opening of pickup bags. It has also done away with minor accidents that resulted from frequent loss of the conventional sharp knife among the garments emptied from the bag

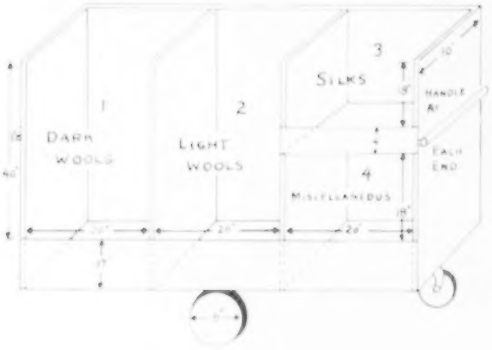
Opposite page: Revamped marking department. Markers classify work roughly for cleaners by tossing garments into one of four bins in lot trucks at left of picture. Rail at back is for garments brought back for press only or any special service. Above: Drive-in plant of Uptown Cleaners

AT UPTOWN

by CLYDE GEDDES

Industrial Engineer, Uptown Cleaners and Adelman Laundry, Milwaukee, Wisconsin

As told to Lon Fanald



Above: Diagram of lot truck. There are stationary wheels at outside edges; one swivel wheel at each end. Below: Invoice has original and two carbons. Third copy is stiff cardboard with perforated stubs used for marking. Note button stub in upper right corner of cardboard copy

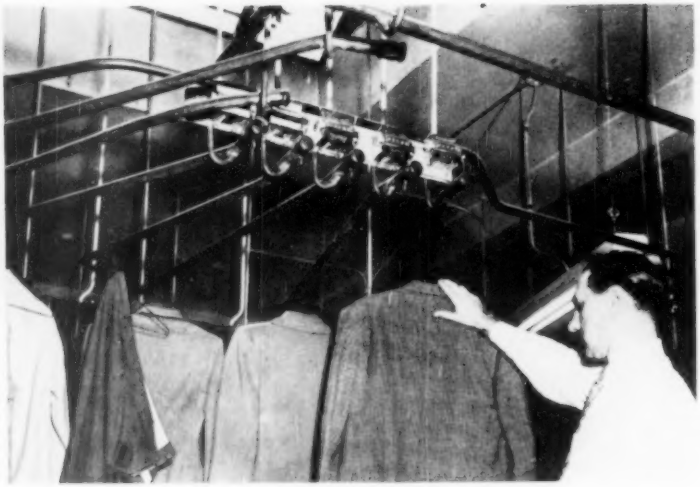
Specially designed lot trucks and marking tables were built. The lot trucks are of light metal mounted on 8-inch-diameter rubber-tired wheels. The open side of the truck is divided into four compartments (see diagram).

Following my theory that every marking table should be so small that the marker has no opportunity to open more than one bag at a time, thus allowing no chance for mixups, we built our tables 50 inches long and 21 inches wide, with a dumping well on the left side, 16 by 18 inches square and 10 inches deep.

These marking tables and lot trucks and their positions, in conjunction with a predesigned, prenumbered invoice system which was developed at the Adelman Laundry and has been in use there for five years, made it possible for two or three markers to handle the same volume formerly handled by more than double this number.

Work comes to the marking area in pickup bags on portable trucks which carry approximately 500 pounds. One of these trucks is pulled up to within arm's reach of the markers, and on their left as they face their marking tables.

With the left hand, without taking a step, the marker removes the pickup bag from the portable truck. Each marker wears a ring knife on the ring



Above left: Lawrence Adelman, manager of Uptown, showing one of counters which give count of garments going to spotters. Above right: Counters on slickrack leading to wool finishing units give count of various items such as coats, trousers, jackets, etc.

finger of her right hand. As she places the pickup bag on the top of the marking table, the cord is cut with the ring-knife blade as the marker takes both bottom corners of the bag and dumps the contents into the table well. She then turns the bag inside out to be sure no small pieces or belts remain.

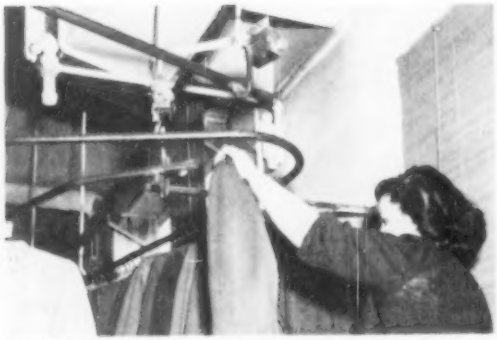
Markers then identify work and roughly sort it (dark woods, light woods, silks, and miscellaneous) by tossing the garments, after marking, into one of the four compartments of the lot truck with the right hand.

We call these "lot trucks" since one truck when full constitutes one lot. We operate on four lots per day in our production department, and the markers can process one truck every two hours, or four in an eight-hour day. The sizes of the bins correspond with our experience as to the breakdown of a lot into the four above classifications.

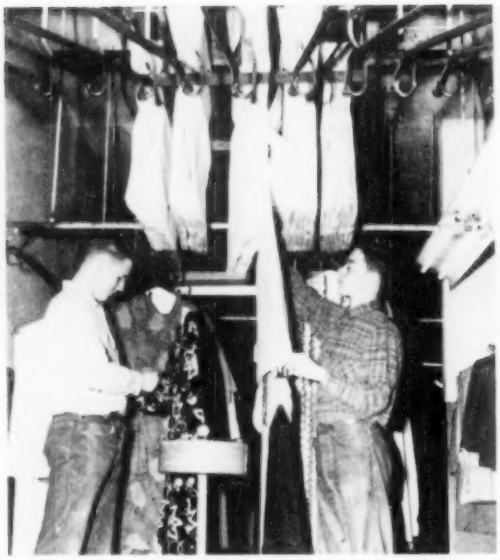
These changes in the marking department have resulted in holding the total marking labor cost, including rough classification, to one percent.

In the drycleaning department, washers and tumblers were rearranged and grouped so that by the use of counterbalanced overhead unloading chutes it was possible for one drycleaner and a helper to handle 16,000 pounds per week, together with all necessary prespotting, at a labor cost of under 1½ percent.

A slidetrail system was installed whereby garments were sorted, placed on hangers and inspected before



Above: Gooseneck at final inspection department permits examination of garments front and back without removing. Rejected garments are placed on rack in center of curve in front of inspector; colored tags placed over shank of hanger show what touch up is necessary (red for spotting, white for pressing, etc.). Counter on continuous rack (to left above operator's hand) keeps track of pieces sent to assembly. Counter to right over her hand gives count of single items which by-pass assembly.



Right: Two operator bagging department. Bags are suspended by rod running through holes punched ¼ inch from tops. Counter on each of two rails gives individual count of garments bagged by each operator. After bagging, garment is placed on proper sliderack for route. Thus breakdown for 15 sales outlets is obtained as garments are bagged

Sanitone's Big New Customer Promotion for August Is On the Way!

MY AUGUST BUSINESS WAS UP 30.2% LAST YEAR THANKS TO SANITONE'S NATIONAL TIE-CLEANING MONTH!

...AND THIS YEAR'S PROMOTION IS TWICE AS BIG...TWICE AS POWERFUL...LOADED FOR NEW BUSINESS!

APPROVED SANITONE SERVICE

Ties by the thousands . . . garments by the arm-load! That's the kind of business Sanitone's big National Tie-Cleaning Month promotion pulls. It's a promotion that wins new customers like magic.

Aggressive Sanitone licensees everywhere acclaim the help furnished for such activities. Blow-ups, stickers, postcards, mailing pieces, door knob hangers, newspaper mats all in the big August advertising kit.

Write today to learn how you can become a Sanitone *Dry Cleaner.*

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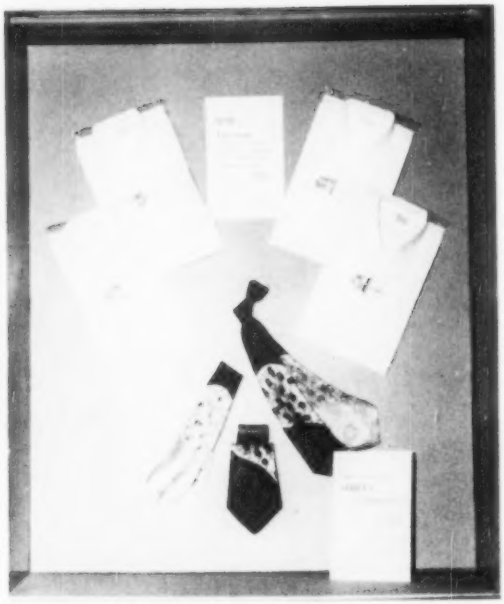

Above: From bagging, rails lead to drivers' storage racks and loading dock; one step for either bagger to rail line. Right: One of diorama-type display cases behind store counter in front of call-rack section

spotting. Garments which require no spotting bypass the spotters and go directly to the free repair department. Garments requiring spotting are routed through that department and then continue on the sliderack to rejoin other garments of the lot at the free sewing department.

After free sewing, garments are distributed over a series of seven slideracks to the various finishing units: (1) men's suit-coat unit; (2) long-coat unit; (3) trouser units (two); (4) ladies'-jacket unit; (5) miscellaneous, including sport shirts, skirts, windbreakers, etc.; (6) the three regular silk units; (7) to the hand finishers.

Finished garments continue on the rail from each unit to the inspection department, where the inspector can examine the garments front and back on a gooseneck without removing them from the rail.

From this point, single garments such as overcoats, one-piece dresses, etc., bypass the assembly department

View of remodeled store showing vault door at left, display cases and counter arrangement. Wall panels and fixtures are natural native elm

Now! Ford Trucks in biggest Economy Run ever made!

To demonstrate Ford Truck Economy

...THROUGHOUT THE UNITED STATES...IN EVERY IMPORTANT TRUCK-USING VOCATION
...IN YOUR KIND OF BUSINESS, WITH YOUR SIZE TRUCKS!

The Ford Truck Economy Run, most realistic economy study in truck history, is now under way throughout the United States.

It's extensive! Thousands of truck users from coast to coast are making the Ford Truck Economy Run over their regular routes. Every important kind of truck-using business is included.

It's all-inclusive! All Ford Truck models from 95-h.p. Pickups to 145-h.p. Big Jobs will participate under actual day-to-day working conditions. Detailed records will be kept on operating costs for a period of six months.

It demonstrates Ford Truck economy! The Economy Run will demonstrate for everyone to see, what Ford owners have known right along. Ford Trucks do more per dollar in every kind of truck-using business. And this means they will do more per dollar for you in your business!

Economy—one reason why Ford is America's No. 1 Truck Value! And *Value* is one big reason why more and more truck users all over the country are switching to Ford. Ford Trucks are making the truck industry's biggest sales gains.

Switch to Ford Trucks to feel the difference—in your pocketbook. See your nearest Ford Dealer today!

In the long run, too—Ford Trucking costs less because

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

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Four key employees were selected and trained as supervisors. Left to right: George Parr, supervisor of wool finishing and plant superintendent; Stephen Kovacik, supervisor of inspection, assembly and distribution; Stephania Dorgiewicz, supervisor of silk finishing, and Raymond Stoszewski, supervisor of marking, drycleaning, wetcleaning, spotting

and go directly to the baggers. Multipiece items, such as three-piece suits, two-piece dresses, etc., are sent to the assembly department where they are brought together on two small assembly wheels, and then on to the baggers.

One of the unusual features of our special invoice system, originated at the Adelman Laundry, is the fact that all garments are assembled wholly by numbered stubs. No invoices are ever used anywhere in the plant. The garments are delivered by the routeman by these same numbered stubs, which were originally placed on the garment by the marker. Thus the assembly department never need be concerned about looking up invoices.

We bag each garment separately. We believe that the extra cost of the bag is more than offset by the fact

Industrial engineer Clyde Geddes

that the assembly department is required to handle a garment but once, as it is never held unbagged in that department waiting for the balance of the order.

Keeping the Production Count

Throughout the plant automatic counters have been installed on the sliderails to record the number of various items which have passed on that rail. Thus, before spotting, with four counters we are able to get an automatic count of the number of silk pieces which have passed, the number spotted, and likewise the number of wool pieces which are passed and those that are spotted.

Then, on the rails leading to the various finishing units an automatic count is obtained by the various items going to these units. In this way the number of coats, pants, jackets, etc., is tallied automatically. At any time the supervision can determine what amount of work is ahead of each unit. From the piece counts the daily totals, as well as lot totals, are recorded by the department supervisor.

A counter behind the final inspection department gives a piece count of all pieces passing the inspector, while a final count is obtained at the bagging unit of all completed garments.

The specialties such as hats, household items, fur cleaning, etc., are handled in an entirely separate department and are kept out of the main workflow. This prevents specialty items from interfering with the flow of regular garments through the plant.

Supervisory Training Program

After the layout was completed, it was necessary to select some key employees as supervisors and to train them in our methods and procedures. Luckily, we had four employees in the Uptown organization who we felt had the necessary qualifications for supervisory work. They also knew the exacting requirements of Uptown customers as several of them had been with the firm for some years.

We had prepared written job procedures at the Adelman plant giving exact details of how we wanted each operation done. We adapted these procedures to the Uptown operation; then Lawrence Adelman took over the work of training the four supervisors in our methods.

One key employee had charge of the marking, drycleaning, spotting and wetcleaning, and was responsible for the work in each of these departments. Another was responsible for the wool sewing and pressing; a third, for the silk sewing and finishing, and the fourth, for the inspection, assembly, bagging and distribution to the drivers' racks.

Each of these new supervisors was shown exactly how we wanted each job done in his or her department. Regular meetings were held with them, pointing out where they had done a good job and also where they had failed to get our planning and reasoning, or had failed to pass it on to the workers in their departments. As these meetings went on, there was more and more that we could compliment them on while less and less was it necessary to point out where they had missed. We are justly proud of the manner in which these employees have fulfilled our expectations when we selected them as having the qualifications for supervision which we desired.

Changes in Plant Store

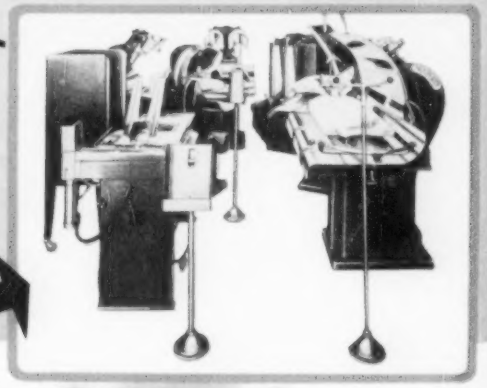
It seems to me no account of the gains which we have made here at Uptown is complete without a description of the changes we made in the store, which

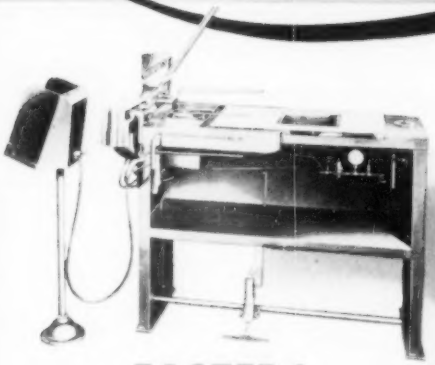
DRYCLEANERS! Here's the Finest Fast Shirt Finishing for '50!

New! PROSPERITY® 2-GIRL

DAVIS SHIRT UNIT

The unit you've been waiting for!

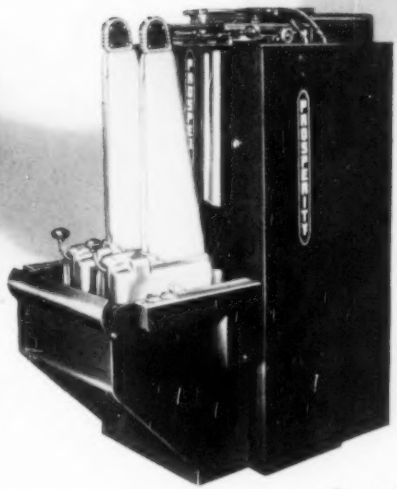




FASTER!

Automatic SHIRT FOLDING MACHINE

And now . . . an Automatic Folding Machine that keeps pace with Prosperity's accelerated shirt finishing unit . . . the faster and finer folding by this machine completely eliminates the shirt-folding bottleneck.



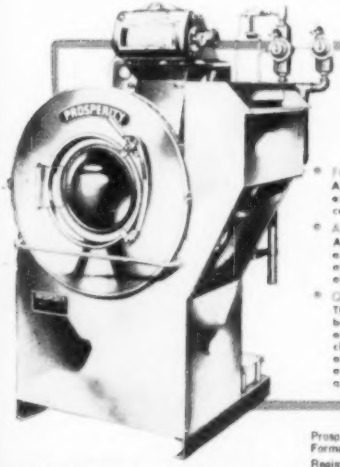
FINER!

New CABINET-TYPE SLEEVE PRESS

Again . . . Prosperity demonstrates leadership in finer and faster finishing tools. Not only does this superb sleever earn more per operator-hour for you . . . but for the first time customers' shirts have a bosom finish on sleeves and the all-over appearance of the finest "shirt-makers" hand finishing.

The DAVIS SHIRT UNIT gives you—

- Over-lap quality pressing of entire shirt
- Over-all bosom finish on sleeves
- Smooth, form-fitting shoulders and yokes, without creases
- Perfect 2-girl balance of work



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- FORMATROL® Operated
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- Adds Supplies Automatically
  Adds powdered and liquid supplies, in measured amounts, at proper time in washing cycle, without attention from washman. No omissions, errors, waste of supplies.
- Quality Shirt Washing
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Get Started Right for SHIRT PROFITS!

Shirt finishing pays off and has always increased the volume of drycleaning . . . Shirt customers are drycleaning customers. Prosperity has the *experience and equipment* for faster and finer service in shirts.

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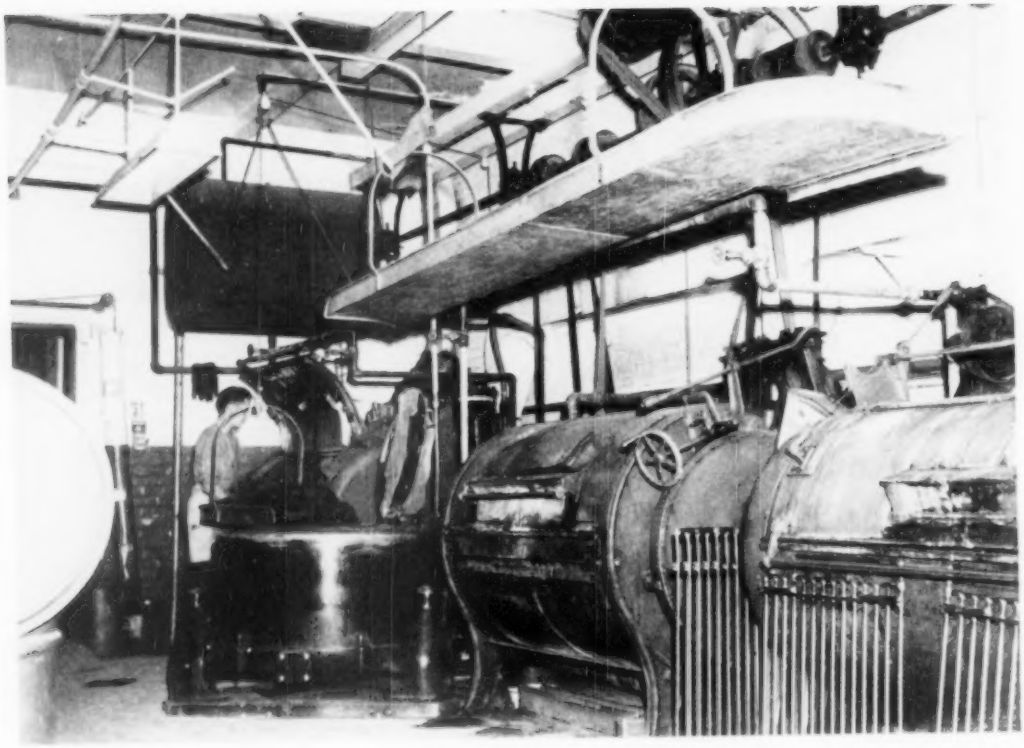


Rearranged drycleaning room with counterbalanced unloading chutes. Note metal drainboards which allow solvent to drain from garments quickly. Tumblers (not shown) are so grouped as to make loading from extractors possible without walking.

resulted in a very substantial increase in our plant drive-in volume.

The Adelman Laundry Company has long enjoyed one of the largest drive-in volumes in the country. When it purchased Uptown, with its 120-foot front and two-lane driveway on one of the busiest crosstown arteries, it immediately set about devising plans for boosting the drive-in volume.

The old counters, which were typical of most drycleaning stores, were torn out and replaced by all-plate-glass display counters, with the display cases set at the "right" angle for the best display effect from the two store entrances. A 16-inch space at the rear side of the counter, V-shaped to 9 inches at front, was left between display sections so that garments could be readily passed through to the customer.

A 9-foot center display case with counter section top is flanked on each side by a 52-inch display case set at an angle. The counter top, which is of plate glass so the customer can look down at the display, is 22 inches wide. At each end, meeting the wall, there is a 36-inch swinging door, slightly less than counter high. Counter tops are 35½ inches from the floor, with a 3-inch toe space inset 11 inches up from the floor. The center counter display case is 9 feet from the front window.

Behind the counter and in front of each section of the store wall racks there is a diorama-type display case. These display cases are 42 inches high, 36 inches wide and 12 inches deep; the base of the back display cases is 42 inches from the floor. Each case has a plate-glass door so that displays can easily be changed. There are five of these cases across the width of the store.

At the right end of the store there is a large display case 75 inches high and 40 inches wide. At the other end a bank-vault-type door leads to the fur storage vault below.

All display cases have concealed fluorescent tubes at the top. At night these are left burning and a large spotlight is focused on the vault door.

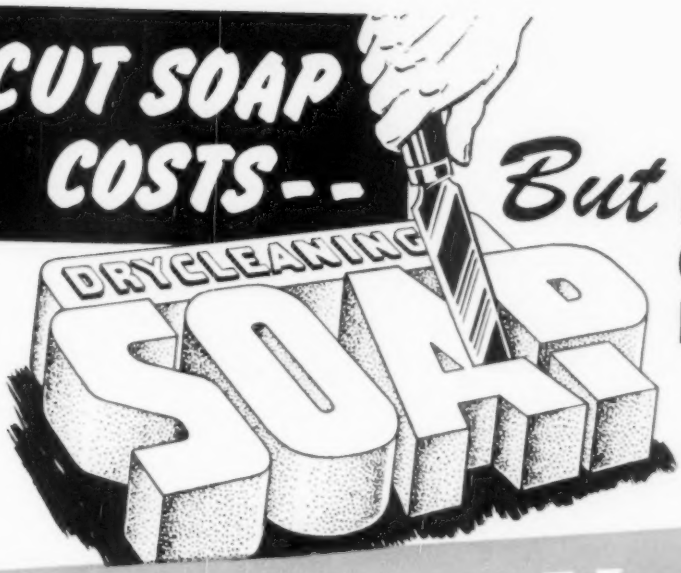
When the remodeling was completed we contacted the larger and more reputable department stores in the city and offered them the use of the cases for displaying merchandise which would eventually require drycleaning. The displays in the various cases carry small lettered signs giving the name of the store, the price of the item displayed, and Uptown's price for drycleaning. The displays are changed frequently by the window dressers of the various stores.

We have had a great deal of favorable comment on the store improvement and the displays. By the tie-up with the city's leading department stores we have had the advantage of the latest in styles, and the displays by expert window dressers are always more attractive than any the average cleaner could achieve.

And, of course, the final proof is the greatly increased drive-in volume.

All of us here at Uptown Cleaners know that there is more to be done, with particular emphasis on selling and training to sell, but at the same time we are pretty well satisfied with our accomplishments during the past 12 months. ■ ■

CUT SOAP COSTS--



But DON'T HURT QUALITY and PRODUCTION!

with ECONO-CAL CONCENTRATE

Here's a concentrated TRUE soap composition for all drycleaning systems that combines economy and reliability with better results.

You get REAL drycleaning . . . with a soap that doesn't build up in the system . . . that is taken out on the filter without undue pressure.

$1.10 PER GALLON SOAP COST

One gallon added to four gallons of new or distilled solvent gives a "regular" drycleaning soap. The four-to-one mix may be mixed with five gallons of water to give a very stable emulsion of "wet soap".

Results are safe, sure and economical.

1 GAL. MAKES 5 GALS.

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION

CALED PRODUCTS CO., Inc.
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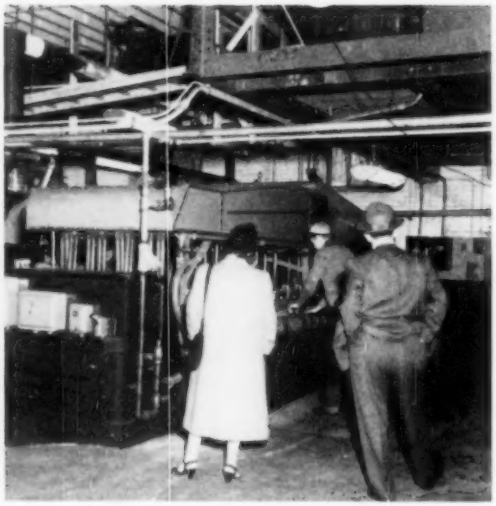


Left: Non-reversing spur roll on beater enables one man to do most of beating. Same operator marks invoice number from tag on back of rug with felt pen and marking ink as rug goes through beater. Right: Odd sizes and fringed rugs are sorted out, and fringes scrubbed in special machine. Then all go through cleaning unit. Electric motor on mezzanine is to dryroom heater blower

$42.50 P.O.H.

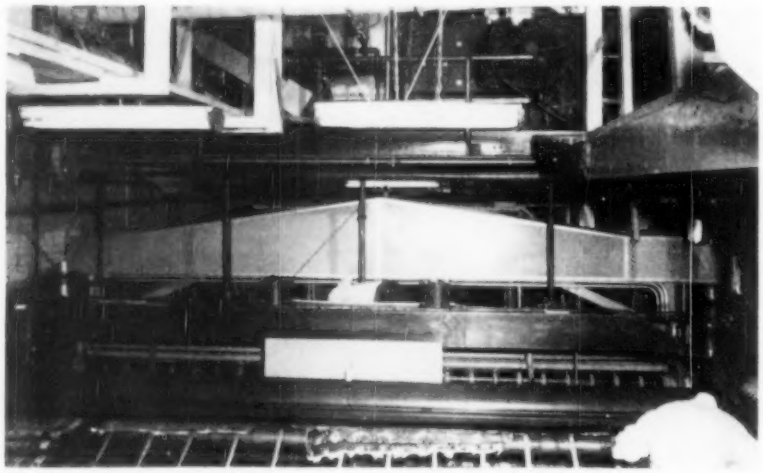
Rug Cleaner Easily Handles $1,700 Volume with 9 Men in 40-Hour Week

by WILLIAM R. PALMER

HERE we are back at Boushelle's again on Chicago's 71st Street. Can we help it if the owner, Cecil Treadway, makes a major change in his plant on an average of once every two years? Can we help it if our associate, Ed Korbel, brings in a rug at one o'clock for cleaning, watches us take a few pictures, and then lugs his freshly cleaned, dried, mothproofed and wrapped rug home at four o'clock?

Incidentally, that cash-and-carry business of Cecil's is getting to be quite a factor. He hits $300 a week at times in the front-door trade at a 20 percent discount, with nearly $200 of it coming in on Saturday when the husbands are home to roll up the rugs and bring them in the family car. Nor is it only the poorer classes that use the service. Chauffeurs frequently do the chore in Cadillacs, not so much because of the discount as the convenience.

The volume figure of $1,700 was the actual amount done in a week. Forty hours was much more time than was actually necessary, for the plant could easily have handled a third more work with the same crew, two-thirds more with a couple more men. As it was they



The heater may be seen again on the mezzanine in the background. Wringer end of rug machine in foreground. The 9-by-12 rugs go through wringer sideways, scatter rugs four and five at a time

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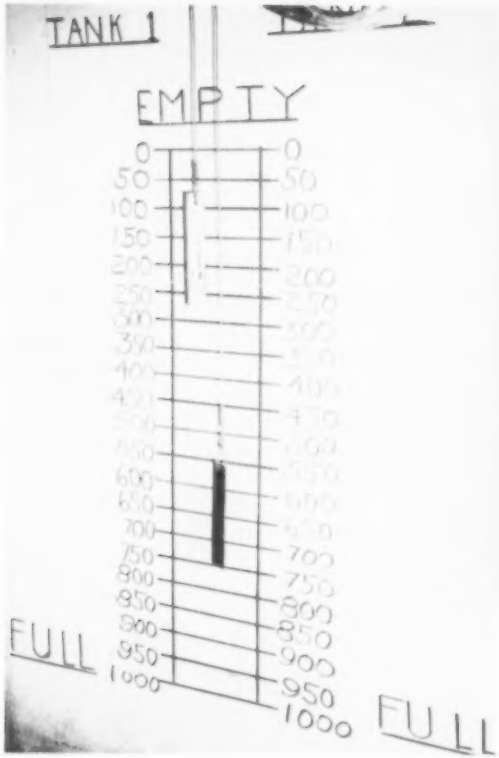

Left: Soap tanks, soap mixers and supplies are on another mezzanine at some distance from the cleaning machine. This gauge was rigged to keep tabs on tanks without frequent trips. Each wire from the weights runs up over a couple of pulleys and down to floats in the separate tanks. Above: Shot from dry end of dryroom. Rugs are held back (not blown) to show recirculating outlet in floor. Heat is enough to make rings, watches and eyeglass frames too hot in few minutes even at floor level

had a heater, two men in front of the cleaning machine, one man behind it, two men wrapping, two men sizing and wrapping sized rugs, and Cecil Treadway, Jr., as working foreman. All hands worked in odd jobs as they had time, particularly on the oversized and scatter rugs. These men work the year around, with the exception of two (a wrapper and a cleaning unit operator).

Now that they have licked the production problem (usually cleaning up each day the work picked up the

(Continued on page 54)

The dryroom conveyor lift levels poles with edge of ramp leading from the discharge side of rug machine. Operator draws rugs across poles which engage the rugs when he starts conveyor. Note stainless strips in floor to slip heavy rugs more easily

ADDED MOISTURE IN PRESPOTTING VS. ADDED MOISTURE IN MACHINE CLEANING

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Ever since the infancy of the dry cleaning industry chemists have continuously conducted extensive research in the use of water in the dry cleaning washer with the view of removing water soluble stains in the machine in an effort to eliminate the costly procedure of removing them on the spotting board or in wet cleaning.

Many years of experience in actual plant practice has offered convincing proof that a scientifically compounded dry cleaning soap will not only prevent redeposition of insoluble soil and lint, but will also remove a portion of the water solubles with no deleterious effect to the fabric.

However, these same years of experience offer equally as convincing proof that nothing known to science (in the nature of dry cleaning soap or any other type of cleaning aid with or without added water) is capable of removing all perspiration, food stains and other water solubles in the washer, and at the same time leave the fabrics with their original shape, size and feel. This statement should be accepted just as it is stated, with no reservations whatever.

6 TIMES NORMAL WON'T DO IT

Even when substantial amounts of water are added in a finely dispersed state, the combined soap or cleaning aid and added water fail to remove all of the perspiration, food stains and other water solubles. The added water may be increased to the point where the fabrics suffer from excessive wrinkling, shrinkage and loss of life in general, and yet fail to remove the water solubles to the satisfaction of a conscientious inspector. This is not surprising, because too much emphasis should not be placed on the value of plain, cold water in dry cleaning. Very few attempts have been made in the use of water in concentrations of higher than ½% by volume of the dry cleaning solvent present, or ⅘ ounce of water per pound of fabric, because there is too much danger in the use of higher concentrations. But even though you were to use 6 times as much, and resort to 3% by volume, or 5 ounces per pound of fabric, you would still fail in the complete removal of perspiration stains, and you most certainly would distort silk, rayon or cellulose acetate dresses.

SOME MOISTURE AN ABSOLUTE NECESSITY

This is not meant to imply that you should discard the use of moisture in your dry cleaning washer. It is an accepted fact that a judicious amount of moisture, either combined with the soap at the factory or later added to the soap, is an absolute necessity for satisfactory dry cleaning. No one has ever produced a satisfactory, yet completely anhydrous method of cleaning fabrics in a dry cleaning washer. But long experience has taught us that to this date, no one has released a method for introducing additional water to the washer in sufficient quantities to remove all perspiration and food stains, and yet not enough moisture to harm the fabric.

PRESPOTTING MORE PRACTICAL

The objective is the same when using water in prespotting as when using water in machine cleaning. In either case the operator is endeavoring to eliminate the need for wet cleaning or for long, tedious feathering in fancy spotting on the board. When prespotting with water or wet steam from gun an unskilled worker can actually remove underarm perspiration, without subjecting the remainder of the dress to wet treatment, and the prespotting solution causes the stained area to be leveled off properly in machine rinsing, leaving no rings. When machine cleaning with added water, hard set perspiration stains are only partially removed, and all parts of all the dresses in the load are subjected to the hazards of water, regardless of whether or not they require wet treatment.

TWO-GUN METHOD SPEEDS PRODUCTION IN PRESPOTTING

The Two-Gun Method speeds production and takes the "Slop" out of prespotting. The steam gun is used first, for application of wet steam for removal of perspiration and food stains. Then the spray gun is used for application of the Cyclo leveling solution on wetted area to avoid necessity for feathering, and to level off disturbed sizing in dry cleaning washer. The leveling solution is composed of 1 part Concentrated Cyclo and 5 parts petroleum solvent.

This method makes pass-ups out of jobs that formerly required washing, thus effecting a tremendous saving in the finishing department, as dresses treated with the Two-Gun Method require only a fraction of the time for finishing as wet-cleaned dresses.

On jobs that formerly required spotting but no wet cleaning, the Two-Gun Method effects a great saving for the silk spotter by eliminating the long tedious feathering with steam gun on such hard-to-feather fabrics as gabardine, jersey, rayon, satin, velvet and corduroy. The feathering is done in the dry cleaning washer instead of on the board. There are no sizing rings. No discoloration.

PRESPOTTING REMOVES *ALL* PERSPIRATION—WATER IS APPLIED ONLY *WHEN* NEEDED WATER IS APPLIED ONLY *WHERE* NEEDED

1. Prespotting removes the perspiration **completely** as compared with only **partial removal in machine** cleaning, because a much higher concentration of water is applied to the isolated stained area.

2. Prespotting is much safer because in prespotting the water is **applied only to the stained area,** and only that isolated area is affected by the wet action, whereas water introduced in the washer is absorbed evenly by the entire fabric and **large areas of fabric which require no added water are unnecessarily affected.**

3. Prespotting not only eliminates the application of water to an entire dress when only a few isolated areas require water treatment, but it also eliminates the application of water to all dresses in a machine when some of the dresses require no water treatment whatever. **In prespotting, the water is applied only to those dresses which are stained.** When substantial amounts of water are **introduced to the machine a high priced evening gown which is only slightly soiled is subjected to the same treatment as a housekeeper's dress in deplorable condition.**

Write for complete information on How to Eliminate Wet Cleaning with the Two-Gun Method. R. R. STREET & CO., INC., 561 W. MONROE STREET, CHICAGO 6

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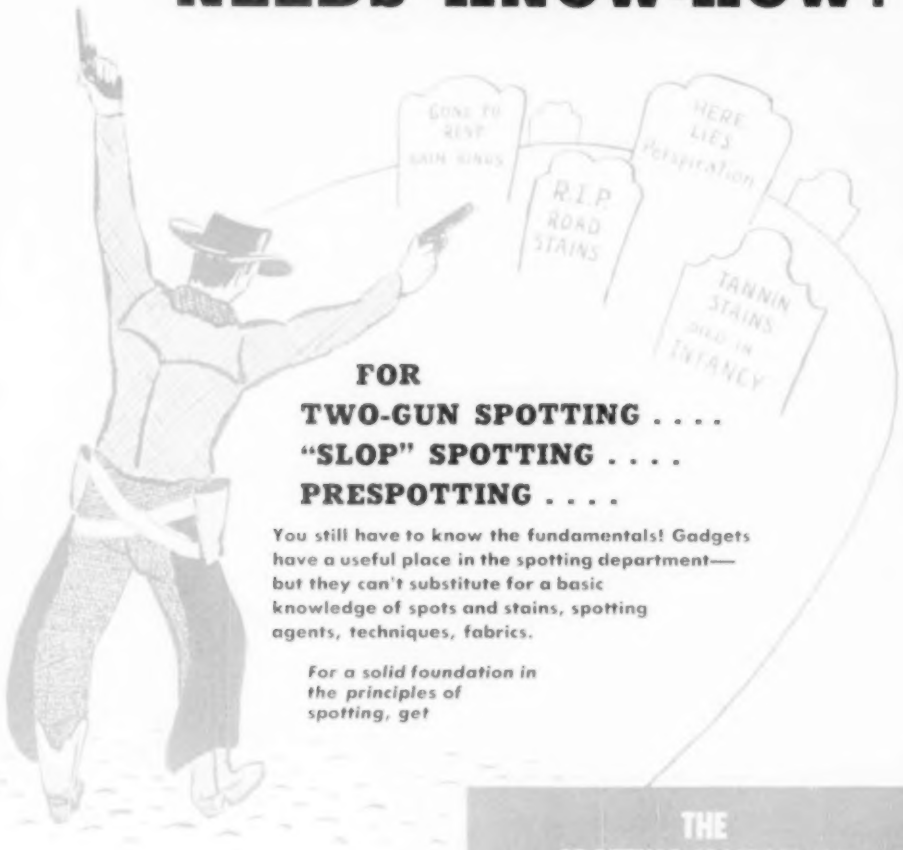

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TWO-GUN SPOTTING . . . .
"SLOP" SPOTTING . . . .
PRESPOTTING . . . .

You still have to know the fundamentals! Gadgets have a useful place in the spotting department—but they can't substitute for a basic knowledge of spots and stains, spotting agents, techniques, fabrics.

For a solid foundation in the principles of spotting, get

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY
REVISED EDITION
by ALLEN O. FLIGOR and PAUL C. TRIMBLE

This basic textbook describes in full detail what methods and spotting agents are both safe and effective for removing specific spots and stains from specific fabrics. It gives tested methods, clearly and practically explained, for removing the many difficult stains that won't surrender to "two-gun" attack.

Before you start shooting—know your targets and your ammunition!

Order The Spotting Manual now!

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The Martin

25 POUNDER

+ All of Martin's advanced methods of:
DRYCLEANING
ENGINEERING AND SERVICE
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MARTINIZING SALES PROMOTION AND ADVERTISING
PERSONNEL TRAINING

= "MARTINIZING"
MORE THAN DRYCLEANING

● The MODEL 25-0 fully automatic machine shown above is the latest *Martin* development. It features a reversing, open end, no partition drum which permits easy loading and eliminates weighing and dividing of loads.

Other features are:

AUTOMATIC – Labor saving and guaranteed high quality cleaning.
QUICK RECLAIMING AND DRYING – Short cycle.
COMPACT – Only 16 sq. ft. of floor space required.
UP TO 75 LBS. PER HOUR – Greater capacity.
DETERGENT AND EMULSION DISPENSER – Minimized spotting and wet cleaning.
PATENTED VIBRATION CONTROL – No Special foundation required.

NO FIRE HAZARD – Lower insurance rates.
NO SPECIAL BUILDINGS OR LOCATIONS – Most localities now permit installations in business zones.
NO TANGLING OF GARMENTS – Reversing action of drum eliminates tangling common with open pocket drums.

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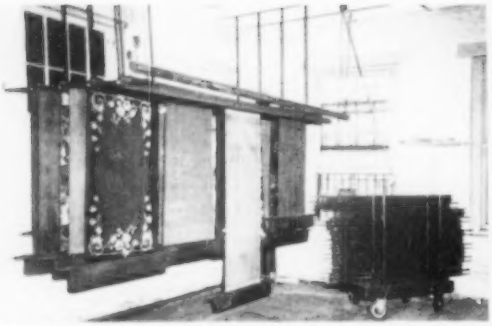
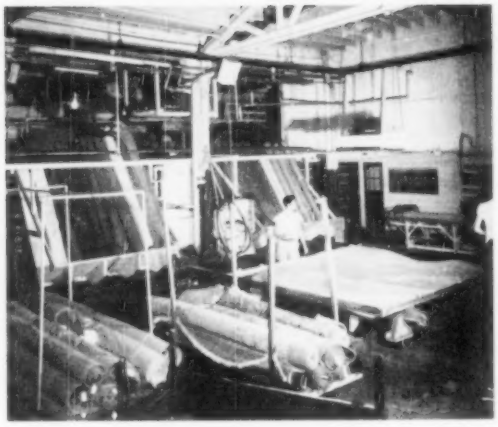




Above: Small rugs are sized with spray on floor just outside dryroom; hung to stretch from stationary poles. Heavy clamps grip from both sides with many pins, are hinged at bottom to open. Right: The larger rugs are slipped over side of mezzanine (see right of roller in photograph below) on to sloping racks handy to sizing crew. Sized on frame shown between men, they go into drying oven off to right of picture

(Continued from page 50)

day before), the Treadways have found customer habits troublesome. Customers are banking on rugs taking three weeks to be cleaned and delivered because it's always been like that in housecleaning time. They lay plans accordingly and are downright indignant when the Boushelle driver shows up a week later, as promised. The plant often has more trouble persuading a customer to take her rugs back than it does selling her extra services like repairs and mothproofing.

The big production bottleneck, of course, was the dryroom. Until that could be made to dry rugs in half the time, the added cleaning capacity was valueless. We say half the time because there just wasn't room to double the dryroom floor space, which already had 200-pole capacity on a continuous conveyor.

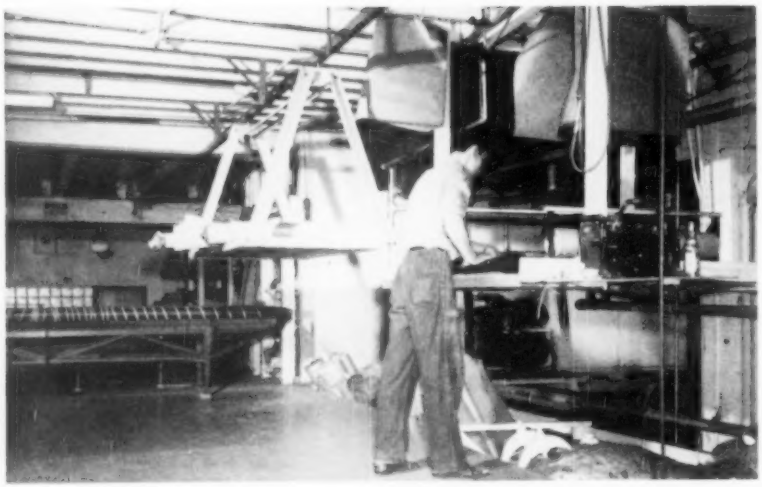
A completely new gas heating system was installed under the floor in the middle of the dryroom. A 10-by-12-foot hole cut in the floor over the heater and covered with grating provides the only means of recirculating air to the heating unit. Two-thirds of the air is recirculated, the other third is drawn in from within the rest of the building, so that in subfreezing weather the incoming air is already partially warmed.

Two ducts lead up from the heater to a lengthwise duct along one wall of the dryroom between seven and eight feet from the floor. Forty percent of the heated air is forced to the dry end of the room, 60 percent to the wet end. The force of the hot air from the duct vents is enough to keep all rugs waving gently even in a full dryroom.

Exhaust from the dryroom is by the natural force of convection only. There are no exhaust fans or blowers at all. However, the heater blowers do maintain an air pressure of one pound in the dryroom. The exhausts are four chimneys, all at the wet end of the dryroom, practically over the conveyor from the cleaning floor below. These work so effectively that a private little cloud may hang over the Boushelle plant and some of the nearby buildings on an otherwise cloudless day.

The net result is a turnover of 200 poles every two hours, or 800 poles in an eight-hour day. Moreover, the room can be loaded once more at night, the blowers run for 40 minutes, then shut off, and the fifth roomful will be completely dry by morning.

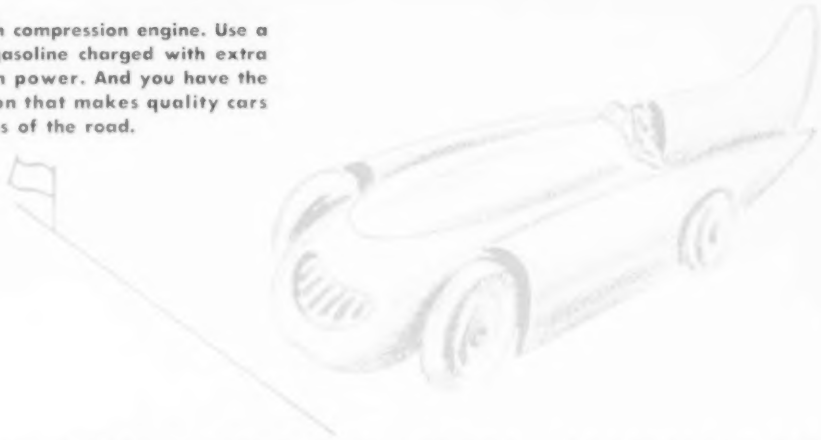
That's what broke the bottleneck! = =



The rug roller in background. Drop from dryroom above is just this side of it. Cecil Treadway, Jr., is wrapping scatter rugs and placing them on the conveyor that carries them to the storage racks beyond the roller

WHAT A COMBINATION FOR EXTRA POWER!

Take a high compression engine. Use a "Special" gasoline charged with extra combustion power. And you have the combination that makes quality cars the kingpins of the road.



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The same is true of SO-KLEEN. Add SO-KLEEN, with its

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Now YOU'VE got a combination that is *supercharged* with cleaning power . . . a combination moreover that is inseparable, because *ACTIVATED* SO-KLEEN *cannot be removed by filtration!* It stays in the solvent, load after load, doing a thorough cleaning job *every time*. Spots and grease and imbedded dirt are removed more easily with SO-KLEEN. That means less spotting and wet cleaning for you!

For the Same Superior Penetration
in Synthetic Units
Use SO-KLEEN "SY" Perc

Write for bulletin on SO-KLEEN "SY" Penetrant . . . an ACTIVATED formula that adds power to synthetic solvents.

ORDER SO-KLEEN TODAY!

Leading distributors throughout the U. S. A.

MERSON PRODUCTS COMPANY
63 ESSEX STREET, JERSEY CITY 2, N. J.

SO-KLEEN PENETRATES

A *Merson* PRODUCT

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ARTIFICIAL SILK ONLY RECENTLY GIVEN NAME OF "RAYON" REACHING CLEANERS IN EVER INCREASING VOLUME AND CREATING PROBLEMS.

WITH THE ADVENT OF RADIO, CLEANERS ARE URGED TO WARN CUSTOMERS AGAINST SPLASHING BATTERY ACID ON CLOTHING

MILWAUKEE CLEANERS MAKE BIG SUCCESS OF CO-OPERATIVE BUYING OF SUPPLIES... MEMBER PLANTS EACH SAVE CLOSE TO $4.00 PER YEAR

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KANSAS CITY CHOSEN FOR THE NEXT NATIONAL ASSOCIATION DYERS AND CLEANERS CONVENTION. LOCATION ASSURES BIG ATTENDANCE

PAUL TRIMBLE WARNS CLEANERS NOT TO NEGLECT PUBLIC GOOD WILL IN EVENT THEY GET FLOODED WITH WORK FROM NEW ARMY NAVY PROGRAM

EASTERN CLEANERS SHOW NEARLY $7,000 ADDITIONAL YEARLY INCOME FOR THOSE PLANTS WHO "MODERNIZED" THEIR PLACES OF BUSINESS DURING 1939

"CHARGE IT"

"JUST UNTIL TUESDAY I ALWAYS GET MY ALIMONY CHECK ON TUESDAY. HE WAS NO GOOD... BLAH BLAH BLAH"

"WHERE'S THE MANAGER?" THIS TYPE OWNS HALF THE TOWN BUT NEVER CARRIES OVER 50¢ IN CASH... PAYS ONCE A YEAR

"OH, RILLY DEAH... SURELY YOU'VE HEARD YOUR EMPLOYER SPEAK OF ME" ("YOU HAVE, AND IT WASN'T GOOD")

"WHAT'S ALL THE FUSS, SISTER?" (ALL HE CARRIES IS A RACING FORM) PUTS ON A GREAT ACT ABOUT LEAVING WALLET IN OTHER SUIT... HAH!

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Highly efficient solvent recovery because of unique design and effective sealing throughout. Solvent costs less than 1¢ per pound of clothes, cleaned to the highest standards.

A COMPLETELY PACKAGED UNIT READY FOR INSTALLATION!

The new Manitowoc synthetic dry cleaning plant is the real answer to lower cost, high quality dry cleaning. The initial investment is lower, and its high hourly capacity coupled with low operating expense combine to provide rock bottom cleaning costs. Before buying any cleaning plant, investigate this remarkable new unit, with its many new features and distinct advantages.

Tumbler May Be Purchased Separately

Big 36" x 30" recovery tumbler, specially designed to aerate clothes and recover solvent. Holds 35 lb. load, operates on 20 minute cycle to match any system. Highly efficient solvent recovery. Comes complete, ready for installation.

***PRICE INCLUDES**

Factory planned installation; 6 month service guarantee, including scheduled inspections by factory trained representative, plus 1 year guarantee against defective parts and workmanship.

Manitowoc Synthetic

PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO
512 - 16th Street
Manitowoc, Wisconsin

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Your Complete

Compact American 3-Girl Shirt Laundry

Produces 2000 Customer-Pleasing Shirts Per Week

In selecting your shirt laundry, remember—*the reason men send shirts out is to get a top-notch, professional laundry job.* That means the washer you use must wash really *clean,* as well as fast. Your shirt ironing equipment must give shirts that *"smart, professional look"* . . . iron the bosom *last,* to preserve the smooth machine-finish on this most important part of the shirt.

That's why the *American* 3-Girl Shirt Laundry is *the choice of cleaners who know.* Check its simple operation. See why its quality-producing machines will give you *shirts that win customers fast.*

SMOOTH, BALANCED OPERATION

Operator No. 1 marks in soiled shirts, washes and starches them in 22x25" CASCADE End Loading Washer. She extracts washed shirts in 17" MONEX, also wraps bundles of finished shirts, ready for customer. Other 2 operators beautifully machine-iron shirts on the *American* 2-OPERATOR MACHINE-FINISH Shirt Unit.

You produce 2000 and MORE beautifully laundered shirts per 40-hour week . . . greatly increase your dollar volume and profits. You attract new dry cleaning customers, make more profit on your cleaning business.

American 2-OPERATOR MACHINE-FINISH Shirt Unit. Completely machine-irons every portion of every shirt. Irons shirt bosom *last,* just before folding. Operators' duties clearly defined, *easy to learn.* One girl presses sleeves, folds and sorts ironed shirts. Other girl presses collar and cuffs, yoke, body and front. Balanced duties assure fast, steady flow of shirts, *right from start.* 2 girls produce *50 and MORE quality-ironed shirts per hour.*

Everywhere, cleaners are increasing their earnings and winning new dry cleaning customers with the *American* 3-Girl Shirt Laundry. Boost YOUR profits. WRITE TODAY for full information.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

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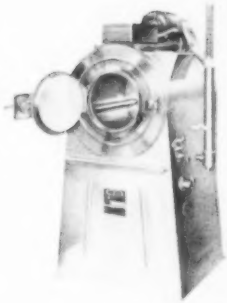
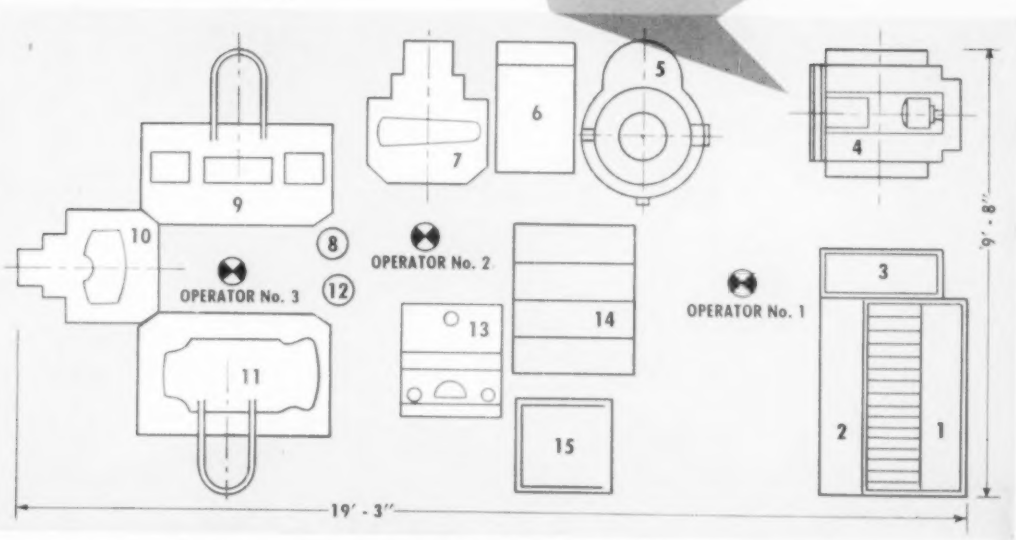
Shirt Laundry!

22x25" CASCADE End-Loading Washer. Another outstanding CASCADE, famous for *through-and-through washing action* that gets shirts clean fast, economically. Monel metal tub, cylinder and enclosed frame. Forged Steel Gudgeon with Dual Tapered Roller Bearings. Top-mounted motor and Automatic Reversing Controller. V-belt drive. 25 lbs. dry wt. capacity.



17" MONEX Extractor. Sturdy, compact, assures fast, maximum water removal. *Simple and economical to operate.* Monel metal curb and basket. Automatic Safety Cover; Automatic Spindle-Oiling Device. V-belt motor-driven, push-button operated. 20 lbs. dry wt. capacity.



1.—Storage Hopper; 2.—Marking Table; 3.—Storage Box; 4.—22x25" CASCADE End-Loading Washer; 5.—17" MONEX Extractor; 6.—Damp Work Box; 7.—#113-A SUPER-ZARMOETTE Sleeve Press; 8.—Revolving Shirt Rack; 9.—#33-7 SUPER-ZARMO Collar & Cuff Press; 10.—#111-A SUPER-ZARMOETTE Yoke Press; 11.—#40-C SUPER-ZARMO Front & Body Press; 12.—Collar Form; 13.—Shirt Folder; 14.—Sorting Bins; 15.—Wrapping Table.

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Attractive drive-in call office was included in plant addition built by Taft Stores, Newark, New Jersey. Storage vault and offices occupy corner at left; finishing and assembly departments are in section of building at rear of store.

SLICK SETUP

Express Rails Funnel Work Into Unusual Assembly and Storage Rack Installation

by JOHN J. DUNN

LATE last year when Owner Charles A. Schapiro of Taft Stores in Newark, New Jersey, launched an expansion program, his first move was to completely re-equip his finishing section within a new building addition. With the latest machinery for producing fast and efficient work, he next set out to obtain the quickest and most economical method of transferring that work through to the storage racks.

Visitors to the Taft plant—and Mr. Schapiro has entertained scores in the past eight months—are always impressed by the straight-line workflow from the spotting department and finishing units in the assembly section. However, from this point it usually appears to the casual observer that slickracks fan off in a bewildering profusion of lines that somehow eventually funnel into the storage racks. Actually, a little closer observation proves that the pattern of the rails is wholly logical and carefully planned.

In the Newark plant, which services some 75 branch stores scattered throughout the northern section of the

Layout of new addition funnels all pieces in straight line through to store racks. Pieces destined for plant drive-in store return on express rail and pass on to special rail to store.

Then came the revolutionary

KARPET-KARE!

BIGELOW
Rugs – Carpets

IF YOU WERE ASKED to describe the *ideal* on-location carpet cleaner, you'd doubtless say that it should be thorough, odorless, and resistant to shrinkage, mildew, and fading.

And you would be describing Bigelow's new Karpet-Kare to a "T".

Because this new liquid detergent is all of those things. Used by the correct, Bigelow-taught method, it's the best-ever insurance against dissatisfied customers.

Here's a typical example of what carpet cleaning men who know their business think of Karpet-Kare once they've used it . . .

"After having completed the very instructive course on Karpet-Kare, offered by the Bigelow-Sanford Carpet Company, I have used Karpet-Kare on all my location cleaning jobs, and want to say that it is far superior to other location cleaners, in that it prevents mildew, shrinkage and leaves no odor."

With increased production of Karpet-Kare detergent and training facilities for its use, Bigelow is now in the position to authorize additional Karpet-Kare dealers in several territories.

These will be selected from fully accredited cleaning establishments of top reputation. Inquiries should be addressed to Department K at . . .

Bigelow-Sanford Carpet Co.
140 Madison Avenue, N. Y. C.

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View of new Taft plant addition as seen from ramp which carries work into drycleaning department. Wetcleaning department is behind low wall at right. Pipes above are part of ventilation system. Vents supply fresh, cool air at each work station

state, the wetcleaning and spotting departments are located at one end of the new building addition. (See accompanying layout drawing.) The arrangement of equipment and slickrails up to the assembly point is fairly standard. Both the wool and silk finishing units are arranged in two parallel rows with a center aisle through the length of each section. From the silk spotting departments the pieces pass down to a supervisor who distributes them to the operators. The wools go to the units in hampers. The pressers hang the finished orders on a work rack. The supervisors record the production and transfer the pieces to the center express rail.

All express rails leading down from the finishing units terminate in a loop which is established at a right angle to the parallel lines of the presses. An inspection and repair section is set up at each end of the loop. Finished pieces are passed to either end depending upon the amount of work waiting at each inspection station. One of the principal functions of the loop is to provide rack storage space both before and behind the repair section. Consequently, the express lines from the presses are never clogged with finished orders trapped by a temporary slowup in the repair department.

After inspection and sewing, the pieces move down the opposite side of the loop to the distribution point midway between the two stations. Here the ends of five slickracks form a semicircle above and behind the distribution operator. The two rails at the extremes of the semicircle pass to either side of the section. Another rail curves into the center area while the two remaining rails in the semicircle are the ends of a small loop used for the plant drive-in orders.

One side of this loop is used for regular service and the other for special fast service. These pieces are bagged and shunted back over one of the finishing express lines to a rail which leads to the call office. (Work for the branches is bagged and invoiced at the individual stores.)

At the distribution hub a placard above each line designates the stores assigned to each rail. This system was fairly effective previously, but with the addition of a great many new outlets Mr. Schapiro intends to install a number and alphabet system. That is, a letter will designate the driver and a number the stop.

View of section of finishing department looking from rear toward assembly section in background. Jacket and touch up line at left, trouser line at right. Note continuous fluorescent fixtures above presses

(Continued on page 66)

TWO-GUN SPOTTING REMOVES FOOD STAINS AND PERSPIRATION FASTER AND SAFER

NO SIZING RINGS • NO DISCOLORATION • NO TEDIOUS FEATHERING

It's Simple:

Remove perspiration and food stains with steam from steam gun.

Level off disturbed sizing with Cyclo solution from spray gun.

It Matters Not:

The two guns may be

(a) housed in a single handle
(b) or mounted individually.

The pressurized tank may be

(a) operated by hand
(b) or by motorized compressor.

The spotting operation may be performed

(a) before dry cleaning
(b) or after dry cleaning.

In Any Event:

It is imperative that Cyclo leveling solution be used with the spray gun. No filter soap or prespotter gives the same assurance of complete leveling off of disturbed sizing in the dry cleaning washer.

Only Cyclo provides for complete freedom from sizing rings or discoloration — even on the most hard-to-feather fabrics such as gabardines, jersey and heavily sized rayon.

DETAILED INSTRUCTIONS FOR TWO-GUN SPOTTING

PREPARE LEVELING SOLUTION:

1 Part Cyclo
5 Parts Solvent

Mix in pail and pour into Pressurized Tank

STEP 1—Remove perspiration and food stains with steam gun as directed by manufacturer but without attempting to feather out the disturbed sizing. (Note: Do not apply steam to cake make-up, powder, lipstick, rouge or other stains which are insoluble in water.)

STEP 2—Apply the 1-5 Cyclo-Solvent Leveling Solution from the spray gun over and around the wet area. Use brush on collars, cuffs or wherever additional mechanical action is required. (Note: Apply the leveling solution dry, without previous steaming, to cake make-up, powder, lipstick, rouge or other stains which are insoluble in water. Use brush to supply necessary mechanical action.)

STEP 3—Permit moisture to evaporate by either hanging the garments individually for 45 minutes, or by placing in revolving cold tumbler immediately after applying the leveling solution. Do not stack garments in basket or on horse or rack.

STEP 4—Send garments for machine cleaning and let the washer do the feathering. This leaves no rings and no discoloration. Eliminates long tedious feathering on the board.

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THE FUR BOOK TELLS YOU . . .

HOW to clean every type of fur pelt . . . safely
HOW . . . and when . . . to rejuvenate worn or damaged furs
HOW to perform simple repairs on all skins and garments
HOW to remodel an old fur garment to the newest fashion
HOW to make fur accessories and trimmings for fur coats
HOW to estimate the cost of a repairing or remodeling job

And every other subject relating to fur working and processing—including suggestions for building up a fur department . . . common problems and how to solve them . . . identification and individual treatment of the most popular furs.

All made amazingly easy to understand! Practical step-by-step instructions for all basic techniques and many typical sample jobs. Illustrated with about 200 detailed diagrams and photographs of skilled fur craftsmen at work.

Get all possible profit from every fur garment in your storage vault... by giving your customers a *complete* fur service—in your own plant!

The author has successfully trained over 2,000 working furriers!
THE FUR BOOK gives you the same practical course for learning these highly profitable skills.

..FROM FURS!

By David G. Kaplan

TELLS YOU HOW!

THE AUTHOR

has a background of thirty years in the fur industry.

Skilled craftsman—learned the trade at the age of 12, has worked in 100 fur plants.

Consultant—now conducts his own business as fur consultant, specializing in difficult problems.

Teacher—senior instructor at Central High School of Needle Trades, New York City; instructor in charge of Fur Garment Manufacturing Division, American-Mitchell—Sol Vogel Designing School.

Writer and lecturer—fur editor of THE NATIONAL CLEANER & DYER, author of hundreds of articles on fur techniques, popular speaker before drycleaning and fur industry groups.

David G. Kaplan knows furs from every angle . . . knows the possibilities for fur profits . . . knows how to present the subject in a practical, understandable manner.

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Firm .....

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The distribution hub from which the operator dispatches orders to various drivers. Pieces are picked up from double rail in background, which is center of assembly and distribution loop

(Continued from page 62)

The rails at the extremes of the semicircle handle garments for two routes. The unloading ends of these lines are flanked by twn rails equipped with trolley carriers. The trolleys are divided off to provide space for four stores. Four trolleys are lined up on each rail and pieces are transferred from the center line. The loaded carriers are rolled down the rail and the appropriate garments are dropped off at the individual racks. The line is also used by the drivers for moving garments to the loading platform immediately beyond the storage area.

In computing the benefits performed by the new slickrack installation, Mr. Schapiro estimates that his sorting and truck loading cost has been cut in half. Formerly it took a driver from 30 to 40 minutes to load a truck while today the largest load is stowed in less than 15 minutes.

The continuing expansion of Taft outlets is a rather remarkable retort to those who foresee a dim future for the large chain operations. It is true, of course, that the development of the small on-premises plant has made heavy—perhaps fatal—inroads into the wholesale cleaning industry. On similar grounds, some spokesmen have predicted a decline in branch-store volume, citing as significant trends the experiments of certain chains in multiple-plant operations and large single-unit drive-ins.

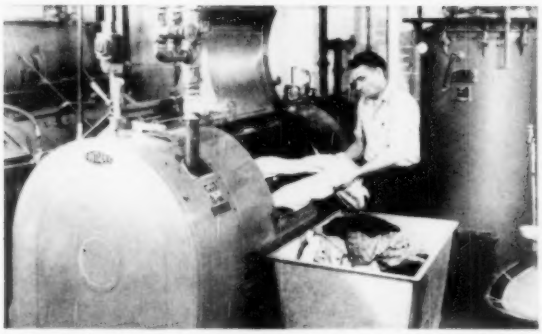
Mr. Schapiro contends that the chain-store cleaner can meet the competition of the new plants entering the industry by offering new speed and quality to the customer. In this contest the Newark cleaner feels that the multiple-store operation has several natural advantages which should be utilized: (1) hourly intervals of fast service may be staggered among different stores; (2) quick service may be emphasized in those outlets where it is in greatest demand; and (3) price specials may be scheduled at various stores at different times to prevent a sudden influx of one type of article into the plant.

In addition, the Newark cleaner emphasizes that clerks and plant personnel must be indoctrinated with the idea that the public is the boss. His primary management objective is to convince his employees that the customer deserves a good job at a reasonable price. As mottos go, this is as good a recipe as any for something far better than mere survival in a competitive market. # #

Left: Trolleys are passed along line flanking racks; orders are dropped off at rails assigned to individual stores. Ends of racks are equipped with cavaled sections which bend down to blend with main line when weight is applied. Below: Charles A. Schapiro, owner of Taft Stores, has launched major expansion in both plant facilities and branch stores

Cleaner Garments...in Less Time

with a BUTLER Big Flow Filter



Mr. Robert Corwin, Corwin Cleaners, Des Moines, Iowa, says, "I find the Big Flow of my Butler Filter results in cleaner garments with less time, less labor."

- *Clear Up Loads Faster*
- *Prevent Redeposition of Soil*
- *Cut Spotting Costs*
- *Reduce Wet Cleaning*

Bigger, faster flow rate of Butler Big Flow Filters can help you improve production . . . quality . . . profits. For better results, be sure solvent in your washer changes every minute . . 60 times an hour. Get a Butler Big Flow Filter . . . in a size to assure you big flow, bigger profits. Sizes: 1000, 1500, 2000, 3200, 5000, 8000 gph.

Mechanical Screen Scraper Saves Time . . . Saves Labor

No need to open filter for cleaning! Turn scraper crank a few times and, in seconds, free-flowing Butler Monel metal screens are thoroughly cleaned. Time saved helps you get one extra load per day!

"The Air Cleanout* on our Butler filter cuts costs on labor and time required for filter cleaning 33% . . . saves many dollars in reclaimed solvent," says Mr. Robert Corwin, Corwin Cleaners.

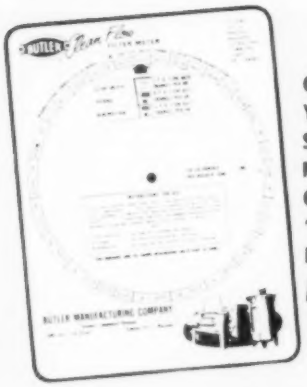
(*Patent No. 2,301,803)

Patented Butler Air Cleanout* Saves Solvent . . . Saves Money

Air Cleanout,* exclusive feature of Butler Filters, squeezes gallons of valuable solvent out of filter muck . . . assures easier handling of muck . . . prevents hazardous, messy floors.

Cut costs, increase production . . . check your solvent flow rate—get a Butler "Clean Flow" Filter Meter Free! See your Butler Sales Representative or mail coupon below to Department NC67, BUTLER MANUFACTURING COMPANY, for prompt reply.

Tear Off and Mail Today for Your FREE Filter Meter



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Butler Manufacturing Company, Dept. NC67
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Gentlemen:

Please send me a FREE Butler Clean Flow Filter Meter

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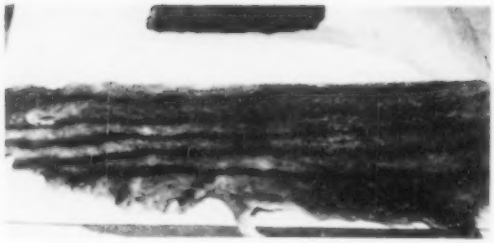
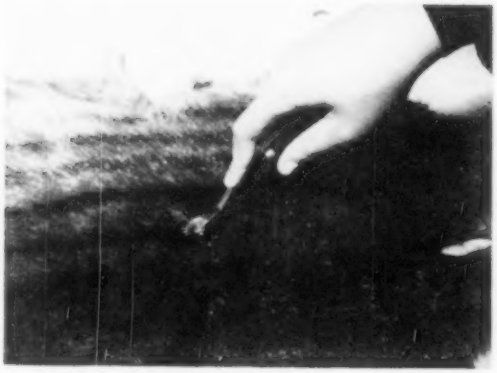


Above: 1. (left): Original sleeve with self cuff. 2. (center): Marmot skin replacement draped around old cuff. 3. (right): Folded skin and cuff pattern

NEW FUR CUFFS

Replacement in Contrasting Pelt Provides a Profitable Small Job

by DAVID G. KAPLAN



4 (above): Tracing center stripe for splitting skin

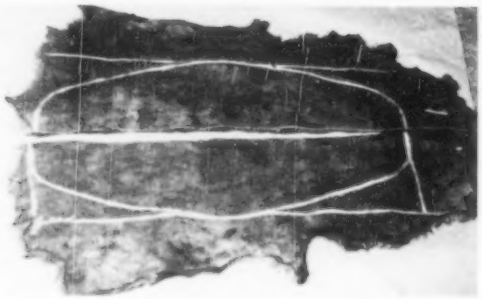
EVERY few seasons the fur fashion designers decree a change from the "self" cuff, using the same fur as the coat, to one with contrasting peltry. Sometimes it is mere desire for a change, backed by style trends, that leads the customer to order a new pair of cuffs for her three- or four-year-old fur coat. In jobs of this nature the original cuffs are useful for the usual edging, bust and pocket-edge repairs.

The crux of the selling job is deciding upon the new fur. Samples must be available and prices reasonable. The owner of the sealine coat pictured here originally asked for let-out dyed muskrat cuffs, but she settled for the more reasonable marmot skin in a darker shade after comparative prices had been quoted. Only one large pelt was needed, and it was possible to make a trial drape of the new skin around the old sleeve so that the customer could "see the effect" beforehand (see Photograph No. 2).

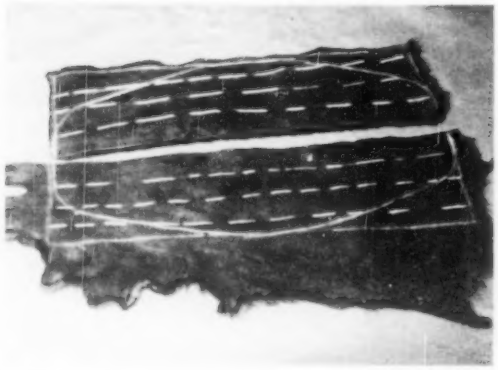
The customer's chance remark that "she didn't want the stripes to look as if they were cut off" changed the entire working plan of the job. It was no longer possible, as first planned, merely to split the skin and nail out each cuff to shape without regard to the stripe of the original skin. Now the body of the fur would have to be tapered at each end from the full width at the center to give the effect wanted.

The old fur cuffs were removed, flattened by ironing with a slightly warmed iron, and traced to provide a pattern for the job. Edge measurements of cuff, pattern and sleeve were checked against each other for fitting insurance. The old cuffs were then put aside to be used to make the needed repairs on the rest of the body.

A preliminary layout of the pattern with the folded pelt (Photograph No. 3) disclosed that there was more than enough fur area. The center of the skin was carefully traced along the middle stripe (Photograph No. 4) and then cut through, dividing the pelt into lengthwise halves. The tracer was again used to reproduce the



5 (above): Cuff shape marked out on half skin. Extension lines help to shape. 6 (below): Dyed stripes traced through to leather side, chalked



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Safely, Speedily, Economically

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USE C-50 ...THE MODERN WAY TO HANDLE DRY CLEANING SOAP OPERATIONS!

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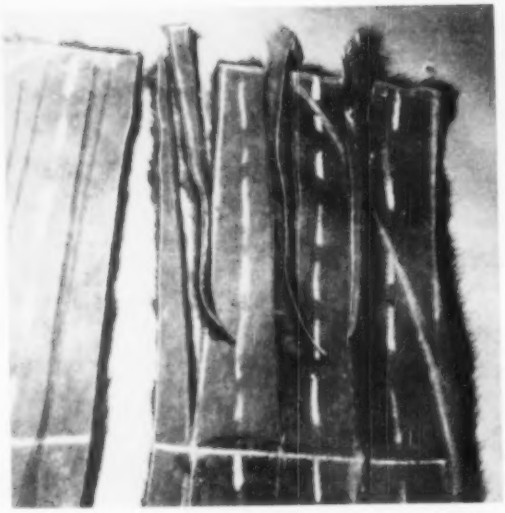
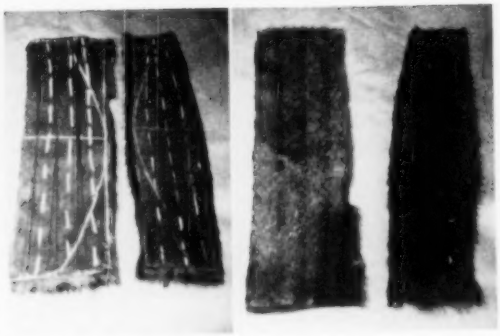
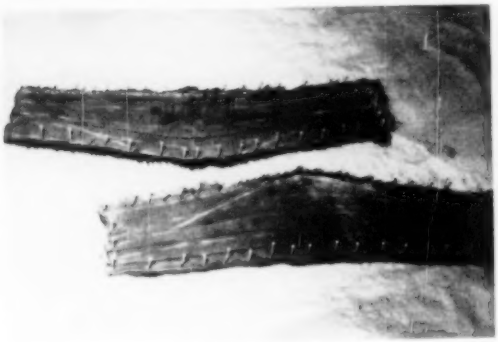


7 (above): Wedges marked in crayon (left) and cut out (right)



Above: 8 (left): Left cuff (leather side), wedges not removed; right cuff, wedges removed. 9 (right): Same as Photograph 8, from hair side



10. The nailed cuffs

exact center of each stripe on the leather (Photograph No. 6).

A trial marking out of the pattern on each half of the skin (Photograph No. 5) indicated that the stripes would indeed be cut off short by the pattern sides unless they were made to conform with the pattern curve. The vertical centers of each half of the skin and pattern were marked out on the half pelts and a long sliver crayoned in between each stripe, beginning with nothing at the center and widening to three-quarters of an inch at the head and rump ends (left section of Photograph No. 7). Each of these long thin triangular strips was cut out and the fur resewed (Photographs 7 and 8).

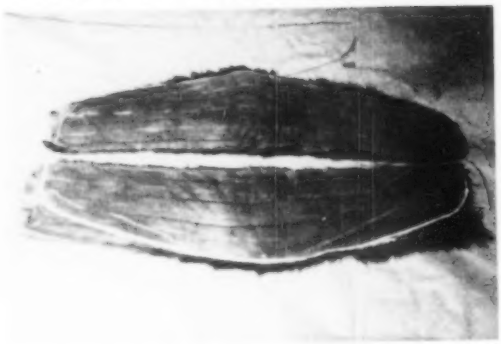
The cuffs were now wider in the center than at each end. In addition, the stripes sloped together as required (Photograph No. 9). The operation was repeated on the other cuff, and both were then ready for nailing.

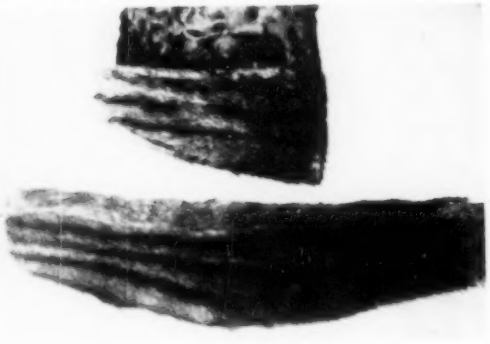
The center grotzen stripe through which the original pelt had be split was nailed first right to the pattern line, with the hair flow running toward the back of the pattern (Photograph 10). The lower edge was manipulated to accent the desired curve in the stripes. After 24 hours of drying, the cuffs were squared exactly to the pattern (Photograph 11), friction-taped on all edges and machine-taped for the finisher on the upper edge. The cuffs were then sewed to the sleeves with a hair-to-fur seam so arranged that it was hidden by the turning back of the cuff (Photograph No. 12).

The cuffs and lining work were completed by the finisher when all the other fur work had been done on the garment.

In estimating the costs $25 had been listed as the value of the cuff job, including fur. The pelt cost $11. With an hour and a quarter of labor over all on the cuffs, the estimate turned out to be fair, even with the "stripes not cut off." # #

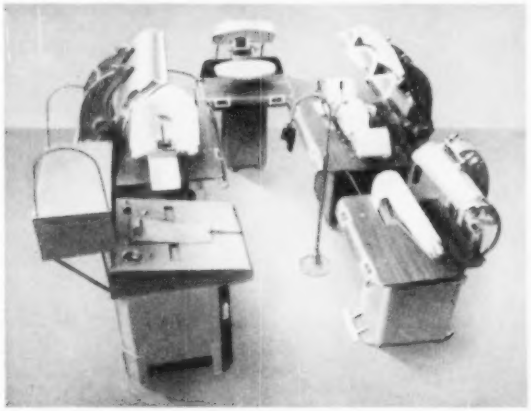
Below: 11 (left): Squared cuffs, top cuff cut, bottom uncut. 12 (right): Finished cuffs, one draped on sleeve to show effect





Look who used to be afraid to wash a shirt...

A shirt story that reflects the experience of 1 out of 10 Drycleaners



"All of a sudden it hit me! If the wife can do my shirts, without ruining them, what's wrong with me? Yes, me . . . a drycleaner handling expensive, delicate fabrics every day of the week – and I'm shirt-shy, afraid of a two-buck shirt!"

"That's when I decided to install a Hoffman shirt laundry unit. And brother, the way the volume rolls in, I've been kicking myself I didn't add shirt service sooner, like 1 out of 10 cleaners did long ago!"

THE HOFFMAN 3-GIRL SHIRT LAUNDRY UNIT

A complete wash-to-finish unit for fast, high quality production. Two girls on finishing. Includes all items (accessories and instructions, too) . . . needs only 10 x 20 foot area. Call or write now.

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THE LEISURE INCENTIVE

A Different Method of Rewarding Productive Workers

by HUGH R. STEPHEN*

New Method Laundry, Victoria, B. C., Canada

IN our drycleaning plant we are trying out a form of leisure incentive which represents one approach to the problems facing all of us who stand or fall by the efficiency with which we utilize the labor of others.

In January and the first two weeks in February of this year the Pacific Northwest had the worst weather within living memory. Drycleaning volume fell anywhere from 20 to 50 percent compared with 1949. Although we could have placed our staff on short time, in periods of temporary hardship I believe the employer has to stand his share of the misfortune. Besides, we have no surplus pool of skilled help in Victoria. To have laid off our crew at that time might have meant we would have had insufficient help to meet the spring and summer rush.

Too many people and too little work! This was roughly the situation when Jean Ulbright, a Lucas engineer, arrived to set us up on a new schedule. He devised a 22-lot schedule, two hours a lot, each lot based on approximately 220 pounds of wools.

After exactly one day's experience with this schedule, plus the other improvements made, it became apparent that with volume as it was we should run out of work. I think it has probably been the experience of almost all of you that during the period when an installation is being made operator production is higher than normal. Employees know that reductions will probably be made so each gives of his best in the hope that it will not be he who is laid off. Methods improvements are made and adhered to. So it was that within 48 hours of Jean's arrival, at 2:30 in the afternoon with another two hours still to go, our markers ran out of work.

There now appeared to be two alternatives. We could permanently reduce our staff or we could send home our markers on short time. If we reduced our staff at once we would undoubtedly have created opposition, direct or unconscious, to what Jean was trying to achieve. In addition, this appeared to be a period of temporary low volume and I was not at all sure that our crew was indeed too large for the eventual average volume we contemplated. So choice number one was out.

If we sent the help home without pay we would cut that day's productive labor cost. But next day we would have found everyone spinning out the work, and making good and certain it lasted the eight hours. So we decided to skip the 4:30 lot and send the markers home on full pay.

What about the rest of the plant? Cleaning room, spotters, finishers and checkers still had a lot ahead of them. But if we made them stay until 4:30, each department would run out of work at two-hour intervals on the following day as the skipped lot hit it. And you can't very well send a spotter home, for instance, at 10 o'clock in the morning and ask her to report back for work at 12 o'clock. So, in addition to the markers, we sent everyone else home on full pay as well.

Then Jean said to me, "Well, seeing as you're crazy, anyhow, and seem determined to pay people for not working for you, let's see what we can get out of this thing." From that discussion we produced the idea of a leisure incentive which has already been tremendously helpful and will, I believe, enable us to achieve new production records.

First of all, we decided that we would be quite content to look at productive labor percentages from an annual rather than a weekly or daily point of view. That is, if at the end of a year our year's volume, compared with our year's labor cost, produced a satisfactory operating figure we would not worry too much about the odd week when the figure went skyhigh.

Secondly, we decided we would endeavor to establish a normal weekly anticipated volume or slightly better than normal volume. We would then trim our crew to the point where we felt they should be able to handle that volume, working at a satisfactory and efficient pace and yet retaining an ability to absorb, for limited periods, upwards of 10 percent additional load. As a policy, we decided we would allow natural turnover to take care of our contemplated reductions in crew. To determine what would constitute an efficient crew we decided that when an average week's volume was processed at an over-all rate of 6 pounds per operator per hour we would be well content.

Now, once we had our basic crew designed to handle a basic week's volume, what happened in a week of low volume? In most plants where there are no financial incentives, the reaction of the average worker to a lack of work is immediately to slow up. I do not say the reaction is always deliberate. Sometimes it is wholly unconscious, but it is almost universal. Take, for instance, a wool spotter. She has 100 pieces to spot in her lot. Of those probably only 50 need spotting. But if the work is slack she will keep so amazingly busy spotting the 50 that should be passups that she will convince everyone, including herself. Then when things do get busy she's so used to hitting everything with that old steam gun, regardless of spots, that she soon falls behind with her work. So it is in almost every department.

From the employer's point of view work unnecessarily prolonged means work poorly done. It is a strange paradox, but you all know that when employees slow up and fiddle with the work, the end result is inferior to work produced under pressure. Secondly, bad work habits are created which are hard to break. Thirdly, the effect on employee morale is shattering. The employee knows he is attempting to fool the boss. And if he is decent (and most of them are) this gives him a sort of guilty and frustrated feeling. In addition he is far more tired at the end of the day than if he had been under pressure.

To return to the story, then, here we are at New

*Paper at specific group of Victoria Spring Lectures, Jubilee 75th American Conference" sponsored by Frank F. Lucas & Associates.

considerate to contrasts

That's 400! Dark colors, and bright whites in the same garment come out of a 400 cleaning clear, full of life, each true to its own hue! 400's gentle action cleans thoroughly ...keeps dark shades deep and rich, crisp whites and light tones bright and radiant!

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LIQUID DRY CLEANER

"By the way, Mr. Palmer, are you interested in novel incentive systems?"

Method with a crew which is quite satisfactory in normal weeks but has now hit a week of low volume. It is Wednesday and normally we would be marking in lots 4, 5, 6 and 7, each of 220 pounds of wool. Looking at our incoming work trucks (and keeping in mind our delivery schedule) we see that if we feed in three lots of standard size that day, we shall have fulfilled our customer requirements. If we reduce our poundage and feed in four lots of, say, 165 pounds, the workers will either have four periods in the day when they are standing around for half an hour, or, more likely, they will prolong that one-and-a-half-hour task into a two-hour task, with all the undesirable consequences I have just mentioned. So we put in three full lots, skip the fourth, and at 2:30 we send everyone home on full pay. That is what we do and here are the results:

First, the work is well done, because it is done at normal speed.

Secondly, the preservation of correct job methods is guaranteed because there is no inducement or temptation to prolong the work.

Thirdly, the morale of the employee is skyhigh. You are the best firm in the world—why, you actually pay a guy to take time off.

Fourth, the employee, instead of being tired out, has extra time for relaxation. When he comes in next morning he is far more refreshed than if you had insisted on him staying the full eight hours.

Fifth, when the volume picks up in a week or so, he is all ready to meet it and even absorb extra work without getting behind or having to work overtime.

There are other angles to this idea. Before we will release anybody from a department ahead of normal quitting time we insist that the whole department should have accomplished its departmental task for the day. It is 2:15 for instance, and at 2:30 we are going to skip a lot. The coat finisher is through but the pants finisher has a stack of pants ahead of him that will keep him busy until 3 o'clock. The coat finisher and everyone else in the finishing department knows that when 2:30 comes around they are going to be waiting for that pants finisher. In no time at all the pants finisher has plenty of helpers. Everyone gets into the habit of moving around and helping one another and we have established a mobility in our labor which was unobtainable before.

Here is another angle! The finishers are able to accomplish their lots on schedule but the spotters are behind. At 2:30 the finishers see everyone else quitting but themselves because the spotters held them up on the previous lot. Those finishers can tell the spotters to get the lead out of their pants far more forcibly than ever I dare.

One more consideration. No one goes home until all stragglers are cleared from the department. Before, it was quite common for a lot of 100 bills to check out with 20 bills standing back for do-overs, re-runs, wet-cleans, etc. It is now common for lots to check out 100 percent complete and rarely do the stragglers amount to over 5 percent. And even that 5 percent are almost always up within one hour of the scheduled checking-out time.

To sum up:

1. A leisure incentive presupposes that you are content to look at things from an annual basis. When you see your crew walking home at 2 o'clock in the afternoon—and on your money, at that—remember those other weeks when they worked their 44 hours at top speed.

2. The incentive plan I have described will not work in areas where there is a great seasonal flux in volume. Obviously, in such areas the only solution is temporary reduction of the crew.

3. From the workers' point of view a leisure incentive such as I have described can also be regarded as a guaranteed working week or a guaranteed annual wage. In part, anyhow, it answers the union's request for these two forms of security while at the same time preserving employee efficiency.

4. From management's viewpoint it encourages the development of correct methods and techniques and ensures a receptive instead of a hostile attitude to any suggestions for speeding up production.

5. It results in a far greater mobility of the working force ensuring the completion of lots on schedule. It also focuses everyone's attention on the importance of the departmental task rather than the individual task and, more remotely, the plant assignment rather than the departmental assignment.

In the case of a new installation I would say it is the ideal answer to those problems we have all been faced with:

First, how shall I scale down my crew without running into trouble?

And, how can I ensure the continuance of these methods after the engineer has left? # #

"That new manager sure keeps you girls on your toes, doesn't he?"

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ZEST . . . with 30% more active ingredients . . . is the most economical and thorough of all synthetic powdered wet-cleaning detergents. ZEST is STABLE in acid or alkali . . . can be used as a penetrant in dyeing . . . is UNEXCELLED for use in the wet wash wheel on stiff-kneed pants as well as other difficult summer cleaning problems. Absolutely free from all soap odors! Thorough, safe, ECONOMICAL . . . that's ZEST!

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Left: Dutch Cleaners, newest of three plants, employs continuous ceiling-supported racks that will hold about 2,000 garments. Pieces are moved around in rotation. Orders not called for on schedule are bagged and stored on upper tier. Main floor is 16 feet wide and 90 feet long. Wet-cleaning and shirt laundering departments are in the basement

Below: Irving Saks, owner of three New York City drycleaning plants, inspects finished shirt handled as a sideline at Dutch

by JOHN J. DUNN

MARKET SHAPES SERVICE

IN spite of the clamor that swells up periodically in the industry on the subject of pricing, it has been said that in a free market both the price and general quality of most drycleaning services will tend to level out in one of three categories: low, medium and high. This proposition is borne out rather clearly in the three plants operated in New York City by Irving Saks.

For some time Mr. Saks has owned two cleaning establishments in greater New York catering to completely different markets. Saks Cleaners, situated in a workingmen's district of Brooklyn, has always concentrated on production—production which permits the firm to sell a plain dress or suit at 70 cents. Normandie Cleaners, in midtown Manhattan, secures most of its work from commuters who carry their garments back and forth from the suburbs or outlying parts of the city. At this plant most orders range from a $1.15 base.

About six months ago Mr. Saks established a third plant, Dutch Cleaners, in a middle-income residential section of Brooklyn. With a base price of 85 cents to a dollar at Dutch, the New York cleaner achieved plant representation within each of the general price and quality brackets.

Actual output at the lower-price Saks plant is not as remarkable as that maintained in some places in the country, but it is important as compared to the level established in the other two operations. The production in the Saks finishing section averages out to about 14 pieces per operator per hour for all types of work. At Dutch this figure comes to about 11 pieces while at Normandie output of 10 pieces is considered normal.

Customers of the 70-cent service, Mr. Saks emphasized, do not want or appreciate fastidious finishing. Unless the sleeves are creased and the lapels pressed flat, the New York cleaner explained, this public will assume the job is only half done. The cleaning at both Dutch and Normandie is identical, but somewhat more attention is given to the pressing at the Manhattan plant.

Orders are delivered on hangers at the Saks call office and garment bags are optional at Dutch. Orders are not bagged until the customer presents the invoice, since the plant has found that a large number of people don't want to be bothered with the paper wrapping. All orders leaving the Normandie store are boxed for the commuter trade. Tissue paper is used liberally between the folds to prevent wrinkles and contribute a feeling of "crisp cleanliness."

While there are necessary differences in emphasis and operation among Mr. Saks' three plants, the same management setup operates in all. The manager of each plant works under a profit-sharing plan which pays him a percentage of gross sales in excess of the breakeven point for the operation. This arrangement provides continuing incentive since the manager from week to week can keep track of his bonus by noting the volume moving through his call office.

With the calculation based on gross sales above a set minimum, it is unnecessary for the manager to study a complete cost breakdown. For example—and these figures are strictly hypothetical—if the breakeven point for a certain plant has been set at $1,500 a week and sales to date average $2,000 a week, a manager receiving five percent of gross sales above the breakeven point will know that his bonus amounts to $25 per week.

The price structure and operational procedures in Mr. Saks' three plants were not the result of elaborate planning. On the contrary, they were the natural product of differing conditions in overhead, labor cost and customer demand. The conclusion is clear enough: The drycleaning industry, like the rest of the American business community, inevitably must give the public what it wants at a price it is willing to pay, in the area where a plant is located. * *

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With its large capacity, speed and low operating expense the Shields Unit is a most profitable investment for either large or small plants.

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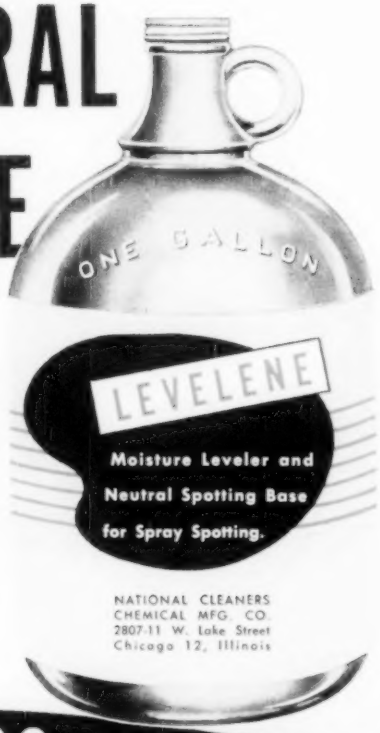

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LEVELENE contains "dehydrid", a unique compound that instantly and completely absorbs moisture from steam spotted areas, thus eliminating the need for prolonged drying prior to re-cleaning.

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LEVELENE is neutral and does not introduce fatty acids into solvent. Eliminates odor risks and reduces need for frequent distillation.

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LEVELENE rinses easily and completely without leaving rings or stained areas after re-cleaning.

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(a) For 100% EFFECTIVE SPRAY SPOTTING use 1 part of Levelene to 10 parts of solvent.

(b) TO MAKE A HIGHLY CONCENTRATED PRE-SPOTTER mix 4 parts of Levelene, 3 parts of solvent and 1 part of water.

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Local Meetings: A recent meeting of the **Port Huron** group of the Michigan State Association of Cleaners and Dyers was addressed by Michael O'Neil of Lansing, program director of the state organization. The discussion centered on wages in the drycleaning field not keeping pace with those in other industries, and what the small businessman can do to protect his employees as well as his investment. Otis G. Pringle of Port Huron presided at the meeting.

Employee-employer relationships were the subject of Allen F. Hampton of Ogden in his talk at the May meeting of the **Northern Utah Dry Cleaners Association** at Brigham City. Lynn Arnold, president of the group, presided.

Members of the **Hamilton Division** of the Dry Cleaners Institute (Ontario) planned at a recent meeting to hold an exhibit of unserviceable articles for store clerks and drivers of member plants. It was also decided to have the secretary of the division maintain a claims record, the information to be supplied by members upon payment of claims.

* *

Canadian Convention Cancelled by Flood: Because of the serious flood in the area, the 17th annual convention of the Canadian Research Institute of Launderers and Cleaners, scheduled to be held in Winnipeg the end of May, was postponed indefinitely.

* *

Iowa Announces Plans: The Iowa State Cleaners & Dyers Association has announced that another of its successful series of Tuesday spotting schools, with instructors from the National Institute of Cleaning and Dyeing, will be held on July 15 and 16 at the Fort Des Moines Hotel in Des Moines.

Plans for the coming year include a meeting to discuss all phases of sales promotion, including advertising, route and counter selling. The meeting will be held September 24 at the Savery Hotel in Des Moines.

* *

International Committee Formed: At a meeting held in Paris April 21 and 22, representatives of six European countries—England, France, Belgium, Holland, Luxembourg and Switzerland—met as delegates of their respective drycleaning associations to form the International Committee of Dyers and Cleaners. M. Baudry, president of the French cleaners, presided at the meeting. (Mr. Baudry died a month later, on May 20.)

The committee chose the following officers: president, Alfred Lostelé, Belgium; vice presidents, R. C. Brooks, England, and A. M. J. Boss, Holland; secretary, Mr. Gavet, France.

The Swiss representative at the meeting, H. Terlinden, reports that the International Committee plans to meet in September at the London Exhibition, and in February, 1950, at Toulouse, France, at the time of the French cleaners' annual convention.

Detroit Cleaners Launch Year's Campaign: An intensive promotion campaign, started April 1 by the Dry Cleaners Institute of Detroit, will continue for a full year, running a minimum of two ads a week in the city's three newspapers. At the same time releases of an educational nature are being sent to the household editors of the papers in Detroit and neighboring communities; news releases about the Institute are sent to city editors, and feature and human-interest stories to Sunday and magazine editors.

For further tie-ins, posters coordinated to the newspaper campaign are made available to Institute members, as well as help in planning individual programs. Many of the smaller cleaners are also tying in their advertising with the group campaign by using neighborhood papers at the same time.

Two of newspaper display ads in Detroit campaign. At left, "prestige" type; at right, seasonal promotion. Actual size is 2-column, 6-inch.

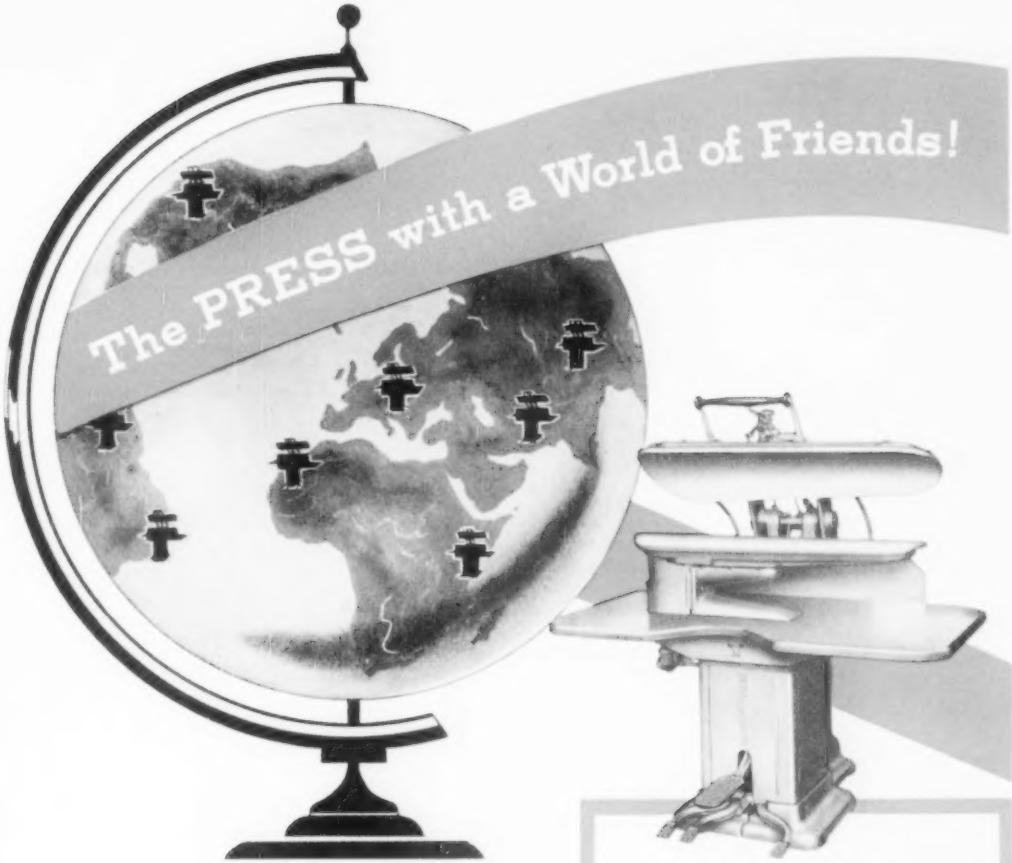
The ads are based on seasonal, institutional or prestige themes. A budget of $1,000 a month has been set up for the campaign.

Drycleaner members of the promotion committee are Fred Ollison, John Ridley and Pat Hogan. The campaign is being handled by Tech Adgency, Inc., of Detroit.

According to Harry Rosman, president of the group, this ambitious program will not only help to counteract a downward trend in drycleaning business but will create new business for aggressive drycleaning establishments in the area. It is reported that the Institute members have responded enthusiastically to the promotion campaign.

* *

Drycleaning Exhibit at Fair: Members of the Sarnia Division of the Dry Cleaners Institute (Ontario) set up a booth at the Industrial Fair held at Sarnia May 10 to 13. The exhibit featured store dummies dressed in



In the far-off corners of the world, under all varieties of operating conditions, Hoffman presses are establishing amazing records of faithful service. Among the models over 30 years old entered in our recent "Oldest Press" contest were many still in daily use in Tasmania, Morocco, Lebanon and Pakistan.

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well finished garments, including a suit that had been cleaned 38 times and a dress that had been cleaned 17 times. A display of unserviceable textiles and trimmings was also shown.

The booth was considered highly successful, as visitors displayed a great deal of interest and asked many questions of the drycleaners manning the exhibit. The main educational theme was a suggestion to inquirers always to ask when buying garments, "Will you guarantee they will dryclean?"

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Local Elections: At a meeting held May 15, the **Chicago Dry Cleaners Association** reelected the following officers for the coming year: president, Al Fisher; first vice president, Warren Delaney; second vice president, Morris Cornick; secretary-treasurer, H. Ditkowsky. Max Fishman, Sam Levin, Max Rubenstein and Carl Stockholm were chosen directors for three-year terms. Ben Rosenfield continues as executive director.

The organization has announced the resignation of its field representative, Ben J. Aronson, who has joined the staff of an allied trades firm.

Plans announced at the meeting include: (1) a standardized accounting system based on the NICD forms, with monthly publication of sales and payroll analyses; (2) a vigorous public and trade relations program, including talks before consumer and trade groups; (3) a sales promotional program.

The **Richmond (Va.) Institute of Dry Cleaners** at its recent annual meeting chose the following officers: Phil Bagley, president; A. M. Pitchford, vice president; Otey Gravitt, treasurer; Ed Burgess, secretary, and Frank Carter, business manager. New directors are O. M. Bradley, John L. Coukas, retiring president Dan Kelly, T. H. Vaughan and Thomas Wyant.

Ray E. Showell has been reelected president of the **Salt Lake City (Utah) Cleaners and Launderers Association.** Other officers include Charles Romney, vice president; Mrs. Helen Owens, secretary, and directors Albert Mackie, Lee Bollschweiler, Eph D. Anderson, Leslie Anderson and Vern Scheller.

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Second Accounting Conference: The second meeting of the NIRC Committee on Accounting was held at Silver Spring on May 23. The principal subjects of discussion were consideration of and blueprinting a uniform accounting system for the rug cleaning industry.

The conference was attended by M. Viner, Arcade-Sunshine Co., Washington, D. C.; John Carruthers, John Carruthers & Co., Boston; Ken Weiser and M. R. Weiser of M. R. Weiser & Co., New York; David Katz of Arcade-Sunshine; Cliff Rhodes of John Carruthers & Co., Washington; Osgood Wells, executive secretary of the National Institute of Rug Cleaners, and Norbert Berg, managing executive of the National Institute of Cleaning and Dyeing.

N. I. C. D. NEWS

CLARA P. STELLNER

New Staff Member: Latest addition to the NICD teaching staff is Clara P. Stellner, who will teach the fur classes in the general course.

A native of Stoddard, Wisconsin, Miss Stellner attended the Northern Normal College in Aberdeen, South Dakota. She started in the fur business in 1920 and has worked with leading furriers in Minnesota, Illinois and Michigan. She was with the J. W. Knapp Company, Lansing, Michigan, before joining the NICD.

Miss Stellner's thirty years' experience and background make her a valuable addition to the NICD staff.

z z

Educational Literature: The Institute has recently issued two pamphlets addressed to consumers on the health and fire hazards and inefficiency of drycleaning clothes in the home. Available to members for distribution to customers, the pamphlets are titled, "Will You Be a Skyrocket?" and "No Pussyfooting When You Compare Values."

The NICD also has available to members, on a loan basis, an educational 16 mm. sound film, "More Dangerous Than Dynamite." Running 11 minutes, the film shows the dangers of home drycleaning in contrast to the carefully controlled practices of the modern drycleaning plant.

Two small folders for use as inserts are "Proud as a Peacock," dealing with care in buying and handling draperies, and "Swing Into Spring," discussing curtains. These are folders No. 14 and 15 in the "Facts About Fabrics" series for customer education.

z z

New Technical Bulletins: Recent technical bulletins to members report on several new fabrics or finishes that may result in claims if not handled properly. Among them are glued brilliant designs on fabrics, imitation fur, and plastic sizing on net evening gowns.

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The Speaking Circuit: In addition to convention talks by NICD representatives reported elsewhere in this issue, staff speakers have addressed a number of other meetings. William B. White, director of field service, spoke on "Wetcleaning and Spotting" at the May 8 convention of the Delmarva (Delaware, Maryland and Virginia) Laundry and Drycleaners Association. Demonstrations were given at Nanticoke Cleaners plant.

Field serviceman Harold LeRoy spoke on "Production Tips" at the annual convention of the Southern Laundry Owners' Association, held May 14-16 at Memphis, Tennessee.

While meeting with N. J. Berg, managing executive, in St. Louis, Missouri, to explore possibilities of holding the 1952 convention in that city, President T. E. Millholland attended a meeting of the St. Louis Drycleaners Association and spoke briefly.

AMERICA'S LEADING PRESPOTTER SINCE 1927 . . . THE SAFEST AND MOST EFFICIENT PRODUCT FOR THESE 5 IMPORTANT USES

SOAKING FORMULA

When servicing unusually sheer fabrics, hems of formals, or other fabrics in weakened condition, avoid possible bristle damage from hand brushing by soaking in a solution consisting of 1 **pint** Cyclo and 5 **gallons** of solvent. Note that the ratio is 1 pint to 5 gallons, **not** 1 part to 5 parts.

PAINT-GREASE FORMULA

1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests prove conclusively that this formula works faster on paint and grease than any other of equal safety.

LEVELING SOLUTION FOR TWO-GUN SPOTTING

The leveling solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts solvent. When sprayed over wet area following steam spotting or after application of water as such, the 1-5 leveling solution permits the feathering to be done in the machine instead of on the board. The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for detailed instructions on the TWO-GUN method.

BRUSHING FORMULAS

1 part Cyclo and 5 parts solvent. (1 pint with 5 pints makes 3 quarts.) Used on large areas for removal of general ground-in soil. A sure way to reduce claims. When dirt has been deposited while fabric is in dampened state, use the Stock M moisture formula listed below.

STOCK M MOISTURE FORMULA

For safest removal of perspiration and food stains. Prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent. Hang garments separately and then return the group for recleaning in clear solvent on filter circulation. With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Especially advantageous when no steam gun is available for feathering out. Also advantageous in the removal of perspiration and food stains from such fabrics as gabardines, jerseys and heavily sized rayons which are too difficult to feather out without leaving rings, even with the steam gun. **Precaution:** Stock M is perfectly safe to serviceable fabrics in common use. However, one peculiar type of cellulose acetate satin is delustered by any moisture stock of any prespotter or drycleaning soap. See NICD Bulletin No. T-211.

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New Cheyenne, Wyoming, plant of Reliable Cleaners is 40 by 90 feet, with main entrance at corner. Bar steel window frames are type used to prevent jail breaks; here prevent break-ins. At far right, automatic double overhead doors. Trucks back into garage, load from dock across rear of inside driveway. Signs, cloud cut half inch, tube floodlights 12 inches below create third-dimensional effect. Curb parking for 10 to 12 cars

FRUIT OF EXPERIENCE

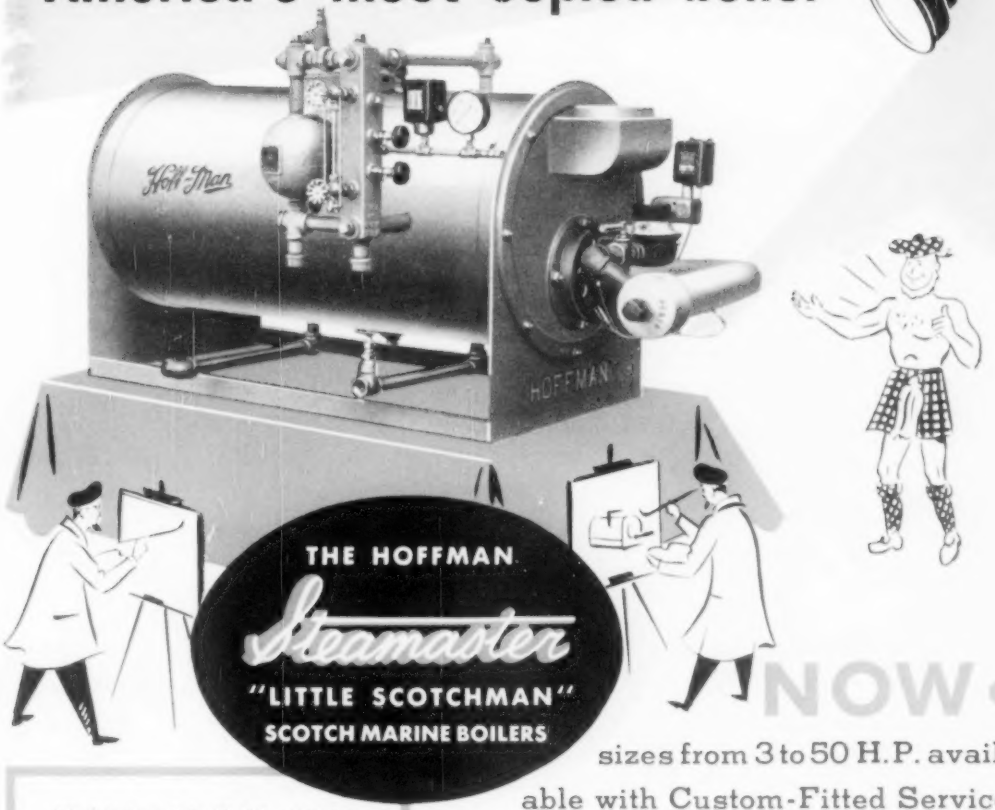
New Cheyenne Plant Incorporates Practical Ideas for Labor Saving, Good Housekeeping

by LON FANALD

A LIFETIME of experience in the drycleaning business has been put to good use by Julian Carpender in the new plant of his Reliable Cleaners at Cheyenne, Wyoming. The photographs show the care that has been given to details that add up to smooth and profitable operation. # #

Right: Owner Julian Carpender checks ticket. There are two of these 12-inch delivery openings; hanger rods of ⅝-inch chrome tubing extend up 39 inches from counter. Chrome-bound counter is 41 inches high, has 5-inch setback for cleaning and toe room. Two 34-by-60-inch glass cabinet openings for garments and delivery slots are at right of store; office and bookkeeping at left. Below: Wheel-card bookkeeping system is used. Cards for each customer, cash or charge, are posted daily; used for sending postcard to each regular patron at least five times a year. New family list is furnished by Welcome Wagon service at 75 cents a name, about $70 a month. (Continued on page 88)

America's most copied boiler



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Steamaster
"LITTLE SCOTCHMAN"
SCOTCH MARINE BOILERS

NOW • sizes from 3 to 50 H.P. available with Custom-Fitted Service

*Models from 3 to 50 H.P. . . . 8 sizes . . . for gas or oil-fired installation.

*Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.

*Thrifty, low-cost operation . . . Scotch Marine, "two-pass" design saves fuel . . . longer tube life.

*Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.

Others may try to copy the Little Scotchman's compact design and economical operation—but there's no equal for the Hoffman "custom-fitted" boiler service! Your present or future needs are met *exactly* with a range of sizes just expanded to include models from 3 to 50 H.P. No guessing—your Hoffman representative knows the steam demands of your equipment. And you can include your Steamaster boiler right on the same contracts and same terms as your other Hoffman equipment purchases. Get all the facts on "Little Scotchman" big savings, low prices and easy terms . . . write or call Hoffman today.

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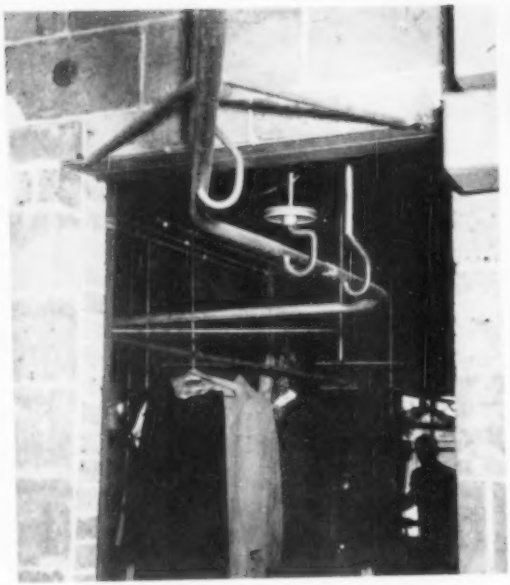


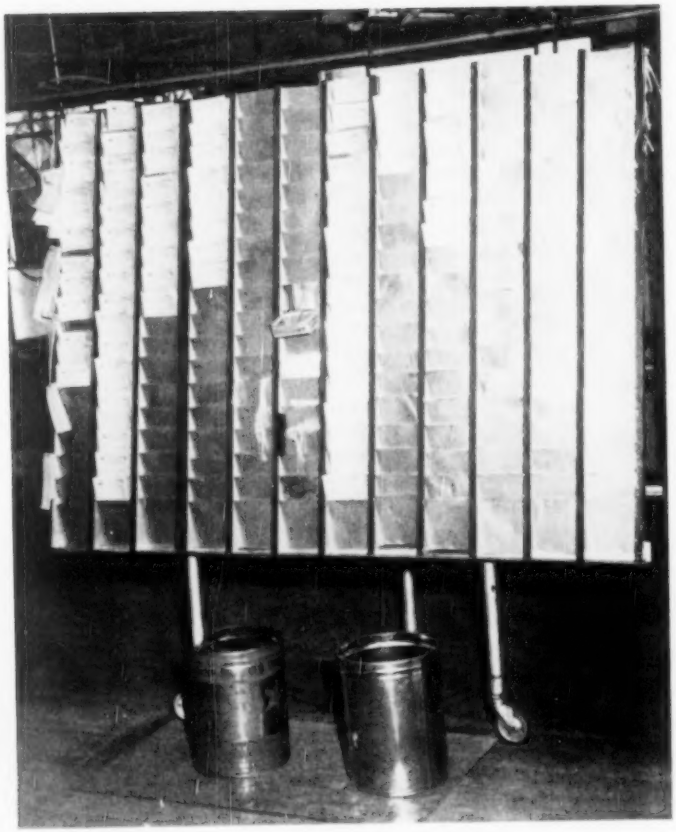
(Continued from page 84)

Above left: Rail which starts in front of tumbler line goes through fire door to finishing department. At door is 12-inch hinged switch joint. Attached coil spring runs with cord through pulley at wall with weight attached.

Above right: When door is shut, pulley at hinge joint rides on door. When door opens, spring pulls hinge joint back to contact position to complete rail setup. Note measuring device permanently fastened to finishing room side of door.

Right: Ticket rack at assembly wheel has slots for tickets, hooks at side for specials. Different colored slips are used for cash-and-carry and call-and-delivery. The rack is mounted on a three-legged standard with casters. Cans in front of the rack keep the floor free of litter; one can is for pins and the other is for tickets.

Below: Rear view shows how the rack is mounted.



FACTS every dry cleaner should know

by E. S. GARVERICH

Technical Adviser, Laundry & Dry Cleaning Dept.
Pennsylvania Salt Manufacturing Co.

WET CLEANING HEAVILY SOILED FABRICS

Before wet cleaning, pre-spot heavily soiled areas with a good wet cleaning soap. Where obstinate stains are visible, treat with a few drops of oil, paint and grease remover, or similar product. Before using any soap or spotter full strength on doubtful colors or fabrics, apply the product to an unexposed seam to make sure that no damage will result.

When wet cleaning a load of durable fabrics or fast colors in the washer, add 1 or 2 oz. of borax or modified soda to the first suds bath. This will decrease the amount of soap needed.

A Practical Stock Solution

10 gal. water	2 qt. wet cleaning soap

Wet Cleaning on the Brushing or Scouring Table

1. Brush entire garment with above stock solution.

2. Rinse thoroughly.

3. Then use a safe, dependable sour.

(Some wet cleaning soaps are excellent for cleaning all types of fabrics, including rubberized fabrics on the scouring table.)

An Efficient Method for Machine Washing

(Suitable for cottons, rayons, silks, wash suits, blankets and other woolens.)

1. Run water into washer and then put washer into operation. Add sufficient wet cleaning soap to produce a good suds.

2. Stop wheel and enter garments for washing.

3. Run washer for 5 minutes, then drain completely. If suds level drops anytime before end of this operation, add enough wet cleaning soap to bring up good suds again.

4. Run water into washer. Add wet cleaning soap and repeat step No. 3.

5. Follow with three or four 2-minute rinses. (Enough to rid the load of most suds.)

6. Sour load with a dependable sour for 3 minutes.

NOTE:

Use high water levels throughout all operations. Encase delicate fabrics in nets and in the washing of such fabrics or woolens. Stop the washer during the periods when it is being drained or filled with water. On woolens or fugitive colors, the temperature of the water should never exceed 90 F.

A Valuable Tip

In step No. 6, in the washing machine procedure outlined above, be sure to use one of the better sours now on the market. Such sours set colors and give fabrics better handle and feel.

Moth Protection for Woolens in the Wet Clean

Erusto-Cetic is recommended as a wet cleaning sour since it is a moth preventative and leaves no acetic odor in the fabric. Here's a typical moth preventive treatment with Erusto-Cetic: Dissolve 1 oz. of sour in each 5 gal. of water. Use at least 10 gal. of this solution for each average 4 lb. blanket or its equivalent. If pH testing equipment or indicators are available, the operator should check the bath to be sure the pH is not over 5. Do not rinse after the bath. Prepare a fresh sour bath for each load of woolens.

Most Important Thing to Remember in Wet Cleaning

To save time and money and to get the best results, be sure to use a good wet cleaning soap. Erusto's Wet Cleaning Soap has proved to be one of the best soaps now on the market. It's highly concentrated . . . a little goes a long way . . . and it meets all requirements set forth on this page.

Erusto Wet Cleaning Soap contains cocoanut oil—skillfully blended with penetrating oils and water softeners. That means you get rich, sudsy lather . . . even in cold, hard water. It gives wet cleaning an extra "lift."

PENN SALT

dry cleaning and laundry products

Use these products to simplify your laundry and dry cleaning operations:

Pensal • Perchloron • Penozone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Solvent • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Liquid Wet Cleaning Soap • Erusticator • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustolax—Trade Marks Reg. U. S. Pat. Off. (Also: Penbrite • Energex • Sparkette)

MAIL THIS COUPON FOR FREE SERVICE BULLETIN

Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co.
2079 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me a free copy of Service Bulletin No. 17, "How to Wet Clean," as well as Bulletin No. 16, "How to Dry Clean Economically."

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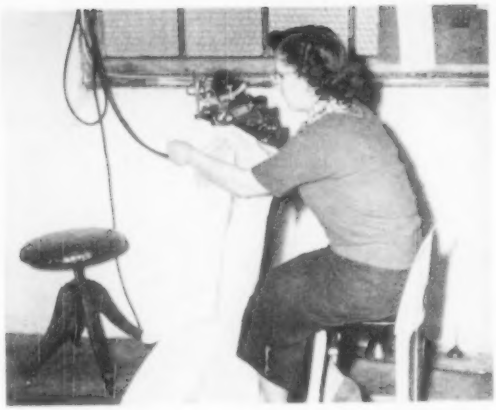

Above, left: Manager Bob Sweeney of B & F Model Dry Cleaners, Portland, Oregon, marks netted curtains with pins. Marking department also measures and assigns lots. Right: One of plant's four curtain finishers operates flutter

CURTAINS IN VOLUME

THERE are two alternative ways to make curtain business show a profit. The drycleaner may do a small enough volume so that he can handle all the work himself at odd times, or he may put in complete modern equipment and get a large enough volume to warrant the investment.

B & F Model Dry Cleaners of Portland, Oregon, decided on the latter method. The firm, owned by Lee Fullington, operates with a plant and five stores.

There is a separate room, 25 by 40 feet, at the rear of the plant for the curtain department. Equipment includes two 60-by-120-inch stretchers, two curtain presses, one steam iron, four laundry-type water-spray irons, one ruffler and one flutter.

When curtains are received they go to the regular marking-in department where they are measured, individually bagged (or netted) and marked with a pin on the bag. Nylons, rayons and some acetates are held out.

The bags are washed for eight minutes at 140 degrees F. in a 36-by-54-inch wheel with a cold-water soap and a 1 percent bleach, followed by three 120-degree rinses, then a sour, and a fourth rinse at tap-water temperature. Nylons and rayons are washed with synthetic detergent followed by a gelatin size.

All curtains requiring medium starch are starched in the wheel. All heavy starching is done by hand.

After coming out of the wheel curtains are extracted 10 minutes and then go on to the stretcher. Nylons and some Celanese are tumbled dry in a cold tumbler. With the two stretchers four curtains can be handled at a time, with one curtain coming off each two minutes.

The curtain production standard is set up on a basis of $25 per day of 7½ hours per finisher. The department employs four full-time finishers the year around, with from two to four extra finishers for the two peak seasons. These are from one month before Easter until June 1, and from October 1 to January 1.

In working out the price schedule, the management started with a plain cotton curtain as base and set the charge at 60 cents per panel. For a single ruffle, 20 cents per panel is added; for a double ruffle, 40 cents, making the charge for a single-panel cotton curtain with double ruffle $1. On all rayons and nylons 50 percent is added to the basic price.

Lace tablecloths and spreads account for approximately 20 percent of the department's $500-per-week gross. These are bagged and washed in the same manner as curtains, and are hand finished. Charges start at $1.50 for a 2½-yard cloth. For each additional yard, 50 cents is added to the base price.

Approximately 60 percent of the curtain volume today is wholesale. The plant does no curtain advertising except with three colored cards at the plant office and each store, and with small newspaper display ads during the two dull seasons.

For the past 12 months, claims have amounted to less than 2 percent.

"However, you are going to have some claims," manager Bob Sweeney said, "even though you reject everything you feel won't stand up. We are rejecting about 10 percent of the curtains which come to us today. At the start we took some curtains which should have been rejected—that's the way we learned." ■ ■

Curtains are hung over garment hangers, placed in cellophane-windowed bags. For promotion, curtains are kept at front of rack at plant store and five branches. Note curtain cards on counter and above bagging rods

HERE'S "SALES PUNCH"

A KNOCK-OUT IF YOU EVER SAW ONE

Let U-SAN-O go after and bring you that Xtra volume. Xtra sales volume built up in July and August—means 8 and more customers to you in September and October. Customers, new and old, are demanding U-SAN-O Insured Mothproofing. The mothproofing that requires no extra equipment — APPLIED IN THE WHEEL—the service that actually insures (at no extra cost to your customers) all garments for six months against moth damage by one of the largest insurance companies in North America. Business is good where dry cleaners show the sign of U-SAN-O.

Order from your favorite distributor or write direct to:

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SWAN BUILDS on QUALITY and SERVICE

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DETREX PROCESS

Typical Swan plants — all equipped with Detrex.

"Give them quality and fast service at a fair price" is the keynote of Swan Cleaners of Columbus, Ohio. Started in '46, package plant operation built around the Detrex Process provided the success formula. Today, Swan operates the largest chain of package plants in the United States—all equipped with Detrex.

Why have they standardized with Detrex equipment? Mr. Andre Gelpi, president of Swan Cleaners, says, "Our business was built on fast service and quality and only Detrex makes 30-minute service possible. We break into any cleaning cycle for a 'special'. It is rugged equipment built like a battleship—really takes a beating in every plant. Detrex is the type of equipment we must have."

How YOU Can Build with DETREX

1. **With Quality Work:** Synthetic solvent purity maintained continuously. Detrex washing action and separate recovery restore color and texture. Garments are lint-free and odorless.
2. **With Fast Service:** You control your work flow. Garments never leave your plant. Two-hour service is no problem. 30 minutes a feature when required.
3. **With Low Operating Costs:** Solvent costs are as low as one cent per pound of garments cleaned. Regardless of location, you can profitably meet competition.

Your requirements, both in capacity and investment, can be met either with the Detrex Regent or the Detrex Coronet. Write today for full details on how to get more volume and value per dollar invested . . . with Detrex.

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SOLBUMEN

The Universal Digester

The activating elements of SOLBUMEN are two specific enzymes . . . similar to the enzymes which effect the digestion of foods in the body. One of the enzymes in SOLBUMEN reacts on starchy substances. The other reacts on proteins and albumin.

Because SOLBUMEN is a correctly balanced digester – equally effective on both starches and proteins – it is the ideal digester for use on the spotting board or in a soaking bath.

FOR DRY CLEANERS

SOLBUMEN is a scientific, proven digester which acts on many kinds of hard, set stains that are difficult to remove by ordinary methods. It conditions for easy removal, stains caused by albumin, egg, chocolate, beer; by milk and its products; by starchy foodstuffs; by fish, blood, discharge, or glue.

After its digestive action all such "set" stains readily rinse out in clear water.

SOLBUMEN works equally well on all fabrics, and is harmless to all materials. It is safe on all colors that will stand ordinary cleaning or washing.

FOR GARMENT DYERS

One of the chief troubles in garment dyeing comes from the use of albumin, gums, and starchy sizings in the manufacture and printing of modern textiles. Many garments that have been spot digested when placed in the dye bath will not dye evenly due to the partial removal of the sizing brought about through prior digestion. If the entire garment is digested with SOLBUMEN prior to dyeing even coverage is insured.

Thus SOLBUMEN substantially reduces the number of do-overs. Also it assures complete penetration – a more perfect coverage of the garment – resulting in a uniformly solid color, with neither stains nor print marks showing through.

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FOR A SAFE PLANT

Accidents Cut by One-Man-Directed Program of Training and Follow-up

BECAUSE their plants are small, many drycleaners feel that it is impossible to set up an organized safety program for their employees. Actually, nothing could be further from the truth, according to Alfred R. Lateiner, accident control consultant for the College of the City of New York.

In the past four years, Mr. Lateiner has organized on-the-spot safety programs for more than 50 Eastern organizations that employ anywhere from 5 to 5,000 workers. In all of them, injury rates have fallen within six months—in some cases, by as much as 50 percent.

"As a matter of fact," explains Mr. Lateiner, "the smaller the plant, the better the chances of getting 100 percent cooperation from every employee. And it is this cooperation—supplemented by organization, training and intelligent follow-up—that cuts accident rates."

As in most other industries, the big factor in drycleaning plant accidents is the human one. Scientific studies show that less than 20 percent of all industrial accidents are caused by faulty machinery. The rest can be attributed to some human failure. The big objective, then, is to bring the mental alertness of employees against accidents up to a par with the efficiency of mechanical safeguards on the machines.

To accomplish this, you'll need a part-time safety director. Choose one of your managers or supervisors—preferably the best talker in the group and the one with the most imagination. He'll need both to drive home the training phase of the program.

Group Training

The training phase should be carried on in a series of round-table talks about accidents, with no more than 20 employees at a time. The safety director should handle them in the following general manner:

Calling the group together, the safety director attracts their attention by holding up a large bottle of white pills. He explains that there are 330 of the pills—300 are completely harmless, 29 could make a person sick and the last one might kill him. Would anyone in the room care to take a chance on one of the pills?

Even if someone offers to gamble on one, the safety director points out that the chances are getting worse as he keeps drawing out the innocent pills. Then he explains that this is exactly what employees are doing when they expose themselves unthinkingly to an accident. Scientific studies show that they may get away with it 300 times out of 330, but on 29 occasions they'll need first aid and, at least once, an ambulance.

What, then, are the "white pills," or accident exposures, in the plant? The safety director lists general types of unsafe acts and conditions which might cause accidents. For the first few, he provides examples himself. Then he lets the group take up with suggestions from their own experience. He lists:

1. Tampering with safety devices. (Example: Interfering with the exhaust for solvent fumes.)
2. Leaving equipment unguarded. (Taking guards off the wheels of extractor, washer or tumbler.)
3. Horseplay. (Sneaking up behind a fellow employee and startling him so that he brushes against hot steam pipes.)
4. Unsafe loading or placing in passageways. (Leaving a basket of clothes in an aisle where someone may trip over it.)
5. Using hands instead of equipment. (Let employees take up suggestions from here.)
6. Operating somebody else's equipment without authority.
7. Working machines at an unsafe speed.
8. Lifting heavy loads from an unsafe posture.
9. Working with moving equipment to save a few seconds.
10. Wearing unsafe clothing: such as a loose jacket which can be caught by moving parts of a machine.
11. Working with inadequate lighting.
12. Working without sufficient ventilation.
13. Leaving machines or equipment unguarded or improperly guarded.
14. Using worn-out or defective equipment.

By allowing employees themselves to list the practices that lead to accidents, the safety director is making them *think* about the problem—very likely for the first time. In order to make them *act* on what has been discussed, he calls another short meeting for the following week. In the meantime, he passes out a mimeographed or typewritten list of the unsafe acts and conditions. He asks the group to watch for examples of them, report them at the next meeting and suggest remedies to correct whatever unsafe practices they find.

The following week, the safety director conducts another round table. He asks employees to act out several of the situations and allows them to take turns at showing how they would handle each situation. After this, he reviews the causes and suggested remedies.

To supplement this training the safety director posts a list of the unsafe acts and conditions on the plant bulletin board, where employees can refer to them whenever a question of safety comes up.

Follow-up Records

Almost as important as the training is the follow-up process. The safety director should check approximately once a month with all supervisors to make sure that safety measures are being kept in force. When an accident occurs he should make a record of it and its probable cause. After six months he can check his records and determine exactly which unsafe practices are causing accidents in the plant. Then he can concentrate on correcting them.

To maintain a continuing interest on the part of *everyone* in the plant, the safety director may post a monthly box score on the bulletin board to show how accidents are being kept down by team effort. It can be developed into an important booster of employee morale.

This simple, inexpensive safety program can be set up in any sized plant. By enlisting everyone in the plant in the drive against accidents, drycleaners can bring about surprising reductions in the number of injuries sustained by their employees. ▪ ▪

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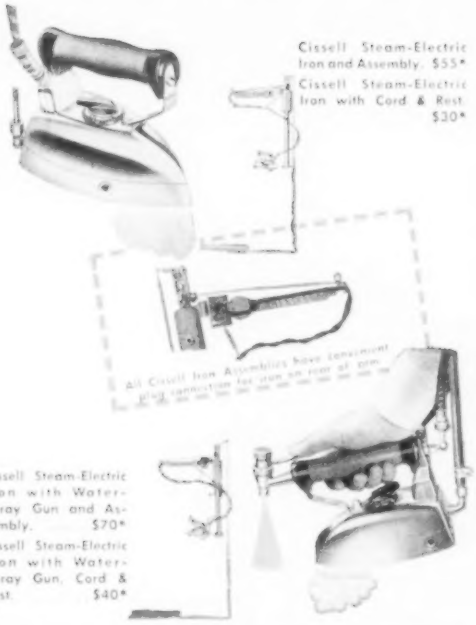
World Famous IRONS

Cast your eyes on the world's leading industrial irons! Have a look at irons so skillfully designed that repair may be made without special tools. Each has a *Factory Pre-Set Thermostat* and *Self-Contained Heating Element*—replaced easily and quickly when necssary... *Cast Iron Pressure Plate*—streamlined for uniform heat transfer and constant clamping pressure... *Heat-Resisting Knob and Dial*... Cool Cork *Handle*... All surface parts *Chrome Plated*... Steam-Electric Irons have *Asbestos* in sole plate—prevents water spotting, renewed by simply removing plugs in sides of sole plate. *Why take less than the best?*

CISSELL STEAM-ELECTRIC IRONS WITH FOOT PEDAL CONTROL



Cissell Steam-Electric Iron and Assembly. $55*

Cissell Steam-Electric Iron with Cord & Rest. $30*

Cissell Steam-Electric Iron with Water-Spray Gun and Assembly. $70*

Cissell Steam-Electric Iron with Water-Spray Gun, Cord & Rest. $40*

CISSELL STEAM-ELECTRIC IRONS WITH ELECTRIC THUMB CONTROL

Cissell Steam-Electric Iron with Electric Thumb Control and Chamber Assembly. $75*

Cissell Steam-Electric Iron with Electric Thumb Control, Water-Spray Gun and Chamber Assembly. $90*

*Price for iron in 3 lb. or 6 lb. weight. All prices quoted, F. O. B. Louisville, Ky. Add $2.50 for 8 lb. weight; add $5 for 10 lb. weight.

CISSELL ELECTRIC IRONS
(No Steam)

Cissell Electric Iron with Assembly. $30*

Cissell Electric Iron with Cord & Rest. $12*

Note: Cissell Steam-Electric Irons with Electric Thumb Control are a great innovation. A feather touch of thumb control releases steam... fully-tested, fully-proved Solenoid magnetic valve operation, air-cooled for continuous use... VALVE IS PACKLESS—no parts to cause trouble... elimination of foot pedal FREES OPERATOR FROM STATIONARY POSITION—allows operator to stand on both feet—the result: less effort, less fatigue and increased production. Large areas are ironed with ease. Here's Cissell quality all the way!

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Consult Your Jobber

Right: Equipment and kit used for home rug and furniture cleaning by Baird's Dry Cleaners of Boise, Idaho. John Baird (right) has charge of department, makes calls where estimates are given

Below right: Of all rugs and furniture cleaned, 75 percent is brought to plant. Special truck is used for rug and furniture department. Here driver has backed truck into covered dock which opens off the rug cleaning floor

RUG AND FURNITURE PROMOTION

WHEN a plant keeps two full-time cleaners and an outside representative busy the year through on rug and furniture cleaning, it takes smart advertising and smart budgeting. It's done at Baird's Dry Cleaners of Boise, Idaho, where co-owner John Baird has charge of the department and handles the outside calls.

The advertising campaign for the department starts in February each year. Ten thousand letters are sent out, 2,000 of them to names on the previous year's customer list for that department. These letters thank the customers and remind them that it is again time to be thinking of rug and furniture cleaning. The other 8,000 letters go to noncustomers, both householders and business firms. These names, furnished by a list company in Boise, include newcomers to the city during the past year. This letter asks the prospect to telephone Baird's Dry Cleaners to have a representative call and furnish an estimate on rug and furniture cleaning.

During the month when these letters are being sent out, the plant uses the commercials on its regular weekly radio program to plug the rug and furniture cleaning department. All advertising stresses the fact that the department has full equipment for on-location cleaning in the home or office.

For rug cleaning at the plant the charge runs from 4 to 10 cents per square foot. For home cleaning it is 8 cents per square foot, making a carpeted room 15 by 30 feet come to $36. On the average it requires four hours for two men to clean this size carpet.

Eighty percent of the jobs done on location are in homes, 20 percent offices and business houses. Of the total department volume, 25 percent comes from home and office cleaning.

"Fully three-fourths of the requests for home calls," John Baird said, "are for rug cleaning estimates. Most furniture cleaning comes to us by suggestion. When we call to see about the rug we suggest that we clean the furniture at the same time. We like to take furniture to the plant; however, we can do home furniture cleaning when required.

"Making the home and office calls helps us a great deal, also, in working out a year-through budget to keep the department busy in the off season. We do this by suggesting that a part of the work be done at convenient times during the year."

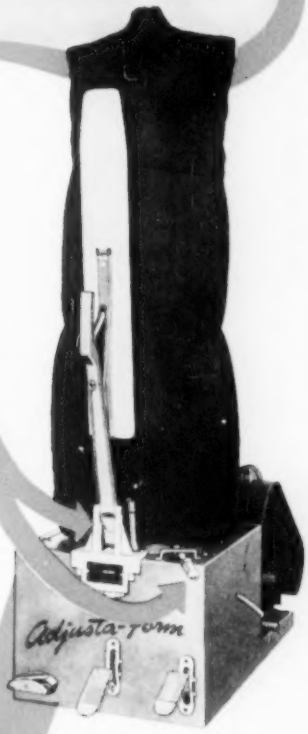
The department also has a wrapping and storage service on rugs. Baird's has had as many as 350 rugs stored at one time. Storage charges are based on valuation and run the same as furs. Rugs are stored in a section of the plant's storage vault.

A special truck is used for the rug and furniture department. The truck backs on to a canopied dock, opening on the rug cleaning floor, where it can unload or load protected from the weather.

While rug and furniture cleaning and storage account for but 10 percent of Baird's total plant volume, it is decidedly a profitable 10 percent. In addition, the management reports that many general cleaning accounts have started in the rug and furniture department.

"A Flick of the Wrist... Adjusts the Bag"

Adjusta-Form



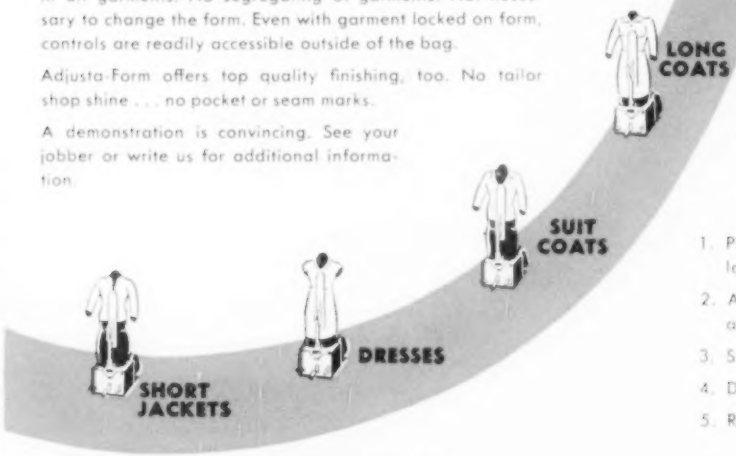
THIS SINGLE UNIT HANDLES ALL GARMENTS

In large plants and small plants, the amazing Adjusta-Form is setting finishing room records. The tremendous production of this versatile steam-air finisher is due to the ease of adjusting the bag for a suit coat, long coat, short jacket or dress.

With three controls, the Adjusta-Form is correctly shaped to fit all garments. No segregating of garments. Not necessary to change the form. Even with garment locked on form, controls are readily accessible outside of the bag.

Adjusta-Form offers top quality finishing, too. No tailor shop shine . . . no pocket or seam marks.

A demonstration is convincing. See your jobber or write us for additional information.



SIMPLE OPERATION

From the very first day, an operator becomes skillful and productive on the Adjusta-Form. Only five simple steps . . .

1. Place garment on form and lock with garment holder.
2. Adjust form to fit the garment and insert miniature sleevers.
3. Steam garment.
4. Dry garment.
5. Remove garment.

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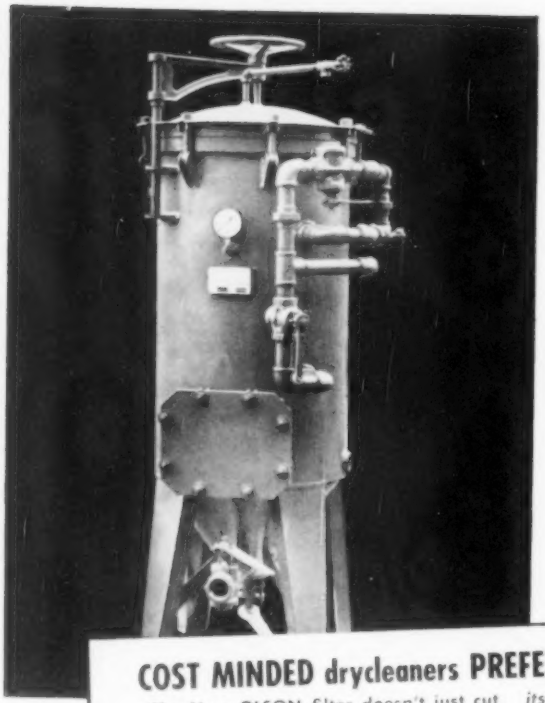

the OLSON FILTER eliminates costly delays!

COST MINDED drycleaners PREFER OLSON...and here's why!

The New OLSON filter doesn't just cut down costly delays . . . it ELIMINATES them! Why shut down to remove bags or wear out screens by scraping them? Today, the New OLSON filter *cleans itself* (and more thoroughly than ever before possible). And, it does it in seconds *instead of* hours . . . thanks to these exclusive features:

CONE TYPE SLUDGE REMOVER, an exclusive Olson feature, makes filter cleaning simpler and quicker, without mess. With the above levers in BACKWASH position, just open the sludge remover valve and out comes the sludge. The scraper knife lever dislodges even the most solid dirt . . . so you know the filter is clean and ready for action . . . ALL within minutes.

BLIND PROOF, TUBULAR FILTER SCREENS. Olson filter screens are of revolutionary new design. Every opening is exact in size and shape, with NO ridges or crevices to permanently catch dirt or lint. Thus, there's NO blinding that plagues so many older type filters. Too, there's greater filter surface, thanks to the exclusive *tubular construction*. ALL flow is UP, and there are NO projections or manifolds for sludge to rest.

CLEAN OUT TIME is down to a minimum.

Just set two controls to backwash position and the sludge is ready to come out . . . without shoveling, without scraping, without even opening the filter itself!

Write today for full information . . . without obligation. Let OLSON Filtration ENGINEERS design the installation for your plant to SAVE YOU MONEY!

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STRATE is the only detergent with these advantages:

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Use "Strate" as it comes from the drums—no mixing stock solutions.

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With "Strate" you need a smaller quantity for each load.

No sorting
With "Strate" it is not necessary to sort hard and soft woolens, they can be cleaned together.

Clear—bright—soft cleaning
With "Strate" pressing is easier, no wrinkles—reduced shrinkage.

No filter pressure
With "Strate" you have a minimum build up of filter pressure.

No build-up in solvent
"Strate" is removable by any absorbent powder or distillation.

STRATE

is a mixture of surface active detergents which aid drycleaning by utilizing or activating the moisture normally present in the cloth. This is an entirely new approach to the use of detergents in drycleaning.

Available in 55, 30, 15 and 5 gallon quantities

Write for full information about STRATE. Order direct from your jobber. When ordering from Spix Products Company give your jobber's name and address.

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with features found only on higher priced models

25 lb. Capacity
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VISIBLE WATER LEVEL

Through the clear vision door, the operator can adjust the amount of water and the washing cycle necessary to handle all types of garments from silks to overalls.

SELF ADJUSTING WATER SEAL

A carbon-to-brass self sealing type on the rear bearing. Requires no adjustments.

CAN CONVERT TO SEMI-AUTOMATIC OR AUTOMATIC

The semi-automatic and automatic equipment used on the Cook Washettes can be easily installed on the Wash-A-Way. See your dealer or write direct for further information and prices.

ONLY $650.00 25 lb. CAPACITY

$975 . . . 49 lb. CAPACITY

SEE THE COMPLETE LINE OF COOK WASHERS

COOK WASHETTES Available in MANUAL • SEMI-AUTOMATIC • AUTOMATIC

TWIN WASHETTE

For individual washings of family laundries. Colored clothes go in one cylinder and whites in the other. Wash complete bundle at the same time, on the same machine. 18 lb. and 25 lb. capacity cylinders.

WASHETTES

The finest open end washers on the market. The Junior has a capacity of 25 lbs. The Master Washette holds 49 lbs.

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Snare Fatty Acids with Blue Label DARCO . . .

and get quality dry cleaning every time!

Darco is death to fatty acids! When you use Blue Label Darco in your filter *regularly*, you trap all kinds of residues that foul your cleaning solvent. With Darco, you get quality dry cleaning without the need of special "sweeteners."

Darco gets rid of the *cause* of odors by *keeping* your solvent clean. This means the kind of work that brings customers back. And it means improved performance from your washer, still, filter, and tumbler.

Darco is easy to use! After precoating, just put Blue Label DARCO in your washer or trap . . . recirculate solvent until clear and put in your first load of work.

See your Darco distributor *now!* And write for "Handbook of Solvent Recovery."

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SOAP OPERAS SPEED WORK

Versatile Radio and Public-Address System Increases Production and Improves Morale

A FREQUENCY modulated plant radio system, which provides music, intercommunication, radio broadcasts and other services to 22 employees, has proven an excellent investment for Modern Cleaners & Dyers, Newport News, Virginia. H. D. Feltz, owner of the 24-year-old firm, enthusiastically reports that the ability to present either music or "soap operas," as the employees want, has had definitely noticeable advantages in decreased turnover, less friction among employees, cutting down of absenteeism, and higher production.

"Now that we have had a few months to study the effects of this type of plant entertainment, we would not try to get along without it," Mr. Feltz said. "I believe the installation cost of $225 was paid within a few months' time, merely on better production per hour per employee."

Previously Modern subscribed to a wired music service. This, however, proved unsatisfactory, according to Mr. Feltz. There were long gaps of silence during the day; there were frequent power breakdowns, often the music presented was not to the employees' taste, and finally, there was the expense of $40 per month.

Fortunately, Mr. Feltz had a ready solution in his plant manager, Earl W. Foltz, who has a talent for radio engineering and who had already developed a variety of amplification systems as a hobby. Mr. Foltz went to work on the problem of a more versatile radio system, to combine a public address and intercommunications system with music and other entertainment for employees.

The result was the "radio entertainment department" which is located on the second floor of the two-story plant. Here Mr. Foltz installed an FM speaker and amplifier which provides smooth, non-static-interrupted music and voice to four 12-inch speakers, situated at equidistant points on the first and second floor. With 10 watts of power, the system is powerful enough to pick up any station over a 500-mile radius. Moreover, the FM system with its modulation band is ideal for operation in the downtown district where many electric machines, in stores, beauty parlors, etc., are likely to cause radio interference with ordinary systems.

With this equipment, which occupies only a small amount of space on two built-in shelves, Modern Cleaners & Dyers presents not only music but a practically continuous sequence of soap-opera programs and other entertainment through the day. Employees vote on the shows they would like to hear most, chiefly the radio serials which they follow day after day through the week.

"While there may be some disagreement over what program to listen to, we are generally guided by the desires of the group," Mr. Feltz said. "Since nearly all of the employees of the finishing departments are women and invariably interested in the same type of show, we have had nothing but harmony on this score."

Does the soap opera distract the attention of finishing employees from their work? The answer is emphatically "No," according to the Virginia dryecleaner.

"At first we were a bit apprehensive," Mr. Feltz said, "feeling that a tense moment in a radio serial might cause the employee to lay aside her work temporarily. However, this fear has never materialized. The radio heroine may leap over a cliff or be trapped by foreign spies without interfering with the timing of lays on a pair of trousers. Even the most active of the radio shows does not really distract the employees. As a matter of fact, I do not believe that we would frown on the employee pausing a moment until the tension is over."

Actually, work has accelerated sharply in every department, according to Mr. Feltz. He has found that women listening to the plays go through the motions of their work more smoothly, with fewer mistakes, and produce more than if they were working against an incentive system or quota. For example, one veteran presser turns out at least two more suits or three more pairs of pants per hour when the radio programs are broadcast.

During the afternoon Mr. Foltz usually switches over to popular music, and toward the end of the day to news broadcasts, which perk up employees' interest. Almost every employee at one time or another has requested a specific program, which shows that there is a strong interest in the presentations.

Each week end Modern's versatile radio setup presents football, baseball or other games, according to the season, which keep up intense interest. Formerly, employees would share in pools and send one or more out at frequent intervals to find out how a game was going. Now, however, every play is relayed all over the plant, and there are no interruptions of that type. Even the feminine employees enjoy listening to the games far more than was expected.

"Naturally, it should be pointed out that the system is useful in calling employees to the telephone, in relaying information about working hours, etc., right from my desk," Mr. Feltz said. "But in the long run, it is the entertainment possibilities offered by the system which have proved most valuable."

"These hangs are sure gittin' fat since we went to stop spottin'."

Do you know that Stauffer is among the first and largest producers of cleaning fluids?

Yes, 'way back when the industry first started, Stauffer was manufacturing Carbon Tetrachloride of exceptional purity for dry cleaning use.

Stauffer's Carbon Tetrachloride is 99.99% pure, and is always a clear, colorless liquid because it is free from suspended material. Remember, it is the exceptional purity of Stauffer's Carbon Tetrachloride that assures quality, odorless dry cleaning. You can benefit yourself and your customers by specifying Stauffer's Carbon Tetrachloride when ordering from your regular distributor.

Stauffer's Carbon Tetrachloride, 99.99% Pure, is shipped in 55 gallon non-returnable metal drums.

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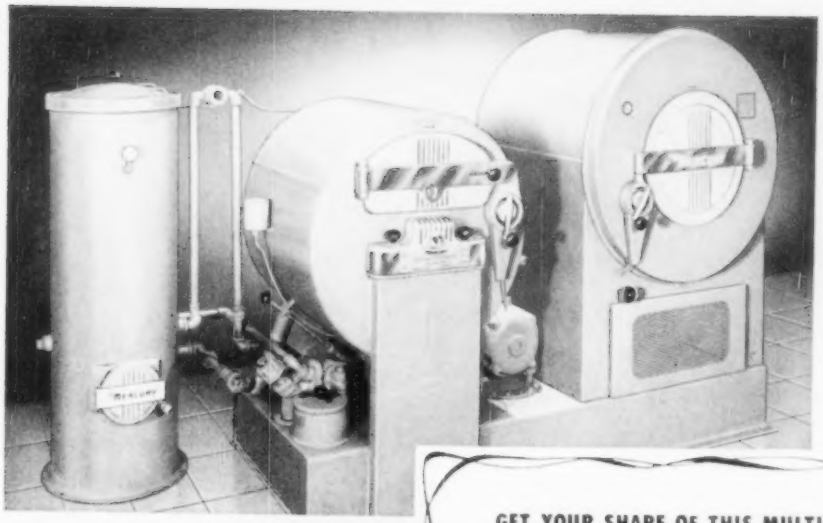
HALL HEADS ALLIED TRADES

by WAYNE WILSON

DEDICATED to the theme of "Selling more through industry cooperation," the 21st annual convention of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaners Machinery Manufacturers Association was held at Highland Park, Illinois, May 17-19.

At the first business session, held Wednesday evening, retiring president Harlow Gaines gave his report.

BELOW LEFT: Mrs. Carl H. Clement; Glenn H. Freeman, The Huron Milling Co.; Mrs. Morton C. Seeley; M. C. Seeley, Bock Laundry Machine Co.; Mrs. Glenn H. Freeman; Carl H. Clement, Bock Laundry Machine Co. BELOW RIGHT: Noel Grady, G. H. Bishop Co.; Mrs. Noel Grady; D. A. Freeman, G. H. Bishop Co.; Nick Strike, Western Laundry Press Co. CENTER LEFT: Arthur Fry, The Fry Brothers Co.; Joseph Huebsch, Jr.; Huebsch Mfg. Co.; Mrs. Arthur Fry; Clifton W. Johnson, Troy Laundry Machinery Div.; Mrs. Joseph Huebsch, Jr. CENTER RIGHT: Fred H. Schaub, Fred H. Schaub Engineering Co., Inc.; S. William Pattis, Cleaning and Laundry World; Simon T. Krivit, Cleaning and Laundry World; William Glover, Jr., Bill Glover, Inc.; Mrs. William Glover, Jr. BOTTOM LEFT: Paul Warren, R. R. Street & Co., Inc.; E. J. Ryan, Jensen Mfg. Co.; Mrs. E. J. Heidersbach; Lee H. Lasher, The Albert Kircher Co.; Mrs. Lee H. Lasher; Rodger Jarkson, LCATA; Joseph Mayberry, R. R. Street & Co., Inc.; Ernie J. Heidersbach, R. R. Street & Co., Inc. BOTTOM RIGHT: Mrs. George E. Olson; George E. Olson, Olson Filtration Engineers, Inc.; D. L. Ebert, Olson Filtration Engineers, Inc.; John G. Schwarzman, A. L. Wilson Chemical Co.; Charles T. Beringer, Patek & Co.



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NOW! OVER $100,000,000 PER YEAR IN TOP-QUALITY DRYCLEANING BY 2800 SUCCESSFUL MERCURY OWNERS IN 48 STATES!

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SAVES TIME, SAVES LABOR, SAVES SOLVENT!

Cleans and extracts in the same cylinder without extra handling of garments. No solvent loss thru transferring wet garments.

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Mercury U/L listed unit protects you, your property and employees against hazards, and results in a lower insurance rate.

LOW INITIAL INVESTMENT FOR $1000.00 — $1200.00 WEEKLY VOLUME!

Compare the weekly volume capacity per dollar of unit investment with any other drycleaning equipment. Mercury may be purchased on low initial down payment and liberal monthly terms.

PRECISION BUILT—LOW MAINTENANCE!

Over $100,000.00 invested in special tooling to produce precision parts—which insures you low maintenance.

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then presented representatives of the customer organizations. George Johnson and George Isaacson represented the American Institute of Laundering, in the absence of President Fred McBrien, who was attending conventions on the West Coast. President T. E. Millholland spoke for the National Institute of Cleaning and Dyeing.

The principal speaker of the evening was Carl Taylor, president of the Waukesha (Wisconsin) State Bank, who painted a grave picture of political trends in the United States.

The following day the manufacturers' and distributors' groups held separate business meetings. Later the combined group was addressed by a team of sales experts. Following the sales presentation, the meeting heard from representatives of other customer organ-

BELOW LEFT: G. H. Corbin, William Lynn Chemical Co.; Mrs. James W. Harris; M. M. Baddeley, M. M. Baddeley, Inc.; Mrs. C. S. Holen; O. A. LaMotte, Tri-State Supply Co.; Mrs. G. H. Corbin, C. S. Holen, William Lynn Chemical Co.; Mrs. M. M. Baddeley, J. W. Harris, Standard Chemical Works Co.; Mrs. Ed. Shaneberger; Hal Whitney, Standard Chemical Works Co.; Mrs. O. A. LaMotte, E. T. Shaneberger, William Lynn Chemical Co.; Mrs. Hal Whitney. BELOW RIGHT: Mrs. and Mr. N. Ribbock, guests; Glen Speakman, Butler Mfg. Co.; Homer Campbell, The Key-Tag Checking System Co.; Mrs. F. Behrens; Fred Behrens, Pacific Laundry & Cleaning Journal; Smitty N. Abrams, American Trade Magazines. BOTTOM LEFT: Ted Earnshaw, The National Marking Machine Co.; Rick Carmel, H. Kohnstamm & Co., Inc.; Bill Schleicher, Cowles Chemical Co.; Dick Lane, W. T. Lane & Brothers, Inc.; Les Francis, Sanitone Div., Emery Industries, Inc. BOTTOM RIGHT: William B. Caplan, Excelsior Machinery Co.; Harvey L. Davis, Dryco Corp.; Carl Heinle, Dioalite Div., Great Lakes Carbon Corp.; John B. Caldwell, Caldwell Chemical Co., Inc.; C. O. Davis, Thompson-Hayward Chemical Co.; Michael Steinig, Stadham Co., Inc.; R. G. Allison, Moore Publications; Henry Palm, Caldwell Chemical Co., Inc.

4 ways to use TWO-GUN SPOTTING either before or after cleaning

1. TO PRESPOT BEFORE CLEANING

There is a definite trend toward prespotting in its literal sense. Drycleaners have learned that many stains which may be removed easily before cleaning become stubborn and difficult when they have been exposed to tumbler or dry room heat after cleaning and before spotting. Prespotting also has many advocates among plants where cleaning room equipment and space are limited, and re-cleans therefore present a problem. Wherever prespotting is practiced, it is done fastest with the TWO-GUN method . . . . just STEAM the spot, then SPRAY it with CYCLO leveling solution and let the washer do the feathering.

2. TO AVOID WETCLEANING AFTER DRYCLEANING

Silks, gabardines and sport shirts which first are cleaned in the conventional manner are next sorted by the spotter into four categories: Those to be passed directly to finishers; those to be wetcleaned; those to be spotted and re-cleaned; and those which are to be fancy spotted and feathered out on the board.

With TWO-GUN equipment at each spotting board, it will be found that nearly all garments which otherwise would require wetcleaning can be TWO-GUN spotted instead and placed in the re-clean group. This, of course, saves the labor and time of wetcleaning. Of greater importance, it also reduces greatly the cost of finishing those garments.

3. TO SPEED PRODUCTION OF RE-CLEANS

Garments which, after drycleaning, have been sorted for spotting and subsequent re-cleaning, will be handled with far less mess and muss by TWO-GUN spotting. The CYCLO leveling solution, instead of being "slopped" onto the stained area by a brush, is sprayed instantly and effortlessly by the convenient spray gun. This saves both time and labor.

4. TO ELIMINATE LONG, TEDIOUS FEATHERING

By ordinary methods, much time is consumed at the spotting board in attempting to feather out sizing rings on such hard-to-feather fabrics as gabardine, jersey and heavily sized rayon. With TWO-GUN spotting, it takes but a second or two to knock out the stain with the steam gun, spray the CYCLO leveling solution onto the wet area, then send the garments to the cleaning room for a machine rinse, where the washer does the feathering. You get a better job—and hours are added to the spotter's productive capacity.

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ABOVE LEFT: Ralph P. Snyder, Gustin-Kramer Co.; Sherman D. Weiss, guest; A. Weiss, guest; E. J. Weiss, guest; H. L. Lieberman, Carson Textile Co.; Mrs. H. L. Lieberman; Robert Gustin, Gustin-Kramer Co.; Mrs. Robert Gustin. ABOVE RIGHT: Mrs. E. W. Korbel, Ed W. Korbel, Starchroom Laundry Journal; Mrs. Norbert Hackett; Norbert Hackett, Mercury Cleaning Systems, Inc.

TOP RIGHT: James E. Cox, James E. Cox Co.; Wilbur Johnson, Chicago Dryer Co.; F. H. Bonn, F. H. Bonn Co.; D. N. Utesch, Calgon, Inc.; C. W. Johnson, Chicago Dryer Co. CENTER RIGHT: E. W. Wilson, Sure-Hold Div., Nashua Gummed & Coated Paper Co.; J. J. Finnigan, Sure-Hold Div., Nashua Gummed & Coated Paper Co.; J. P. Shannon, Knitted Padding Co.; Walter J. Wahlen, Superior Products Co.; Leigh O. Parrish, Jr., National Marketers; Joseph Kalla, Pittsburgh Tag Co.; Mrs. J. H. Beeler; L. L. Richardson, Filtrol Corp.; John H. Beeler, W. P. Ballard; Mrs. Thos. M. Galvin; Nils A. Dahl, John T. Stanley Co., Inc.; T. M. Galvin, Armour and Co.; Mrs. J. J. Finnigan. BOTTOM RIGHT: John O. Holman, The Keever Starch Co.; Charles Kurtz, Jr., The Keever Starch Co.; Robert Black, The Keever Starch Co.

rizations: Moe Stromminger, representing the linen supply group; Edward Auslander for the Diaper Service Institute; Louis Hein, speaking for the institutional laundries, and John Leavitt, president of the National Institute of Rug Cleaners.

The theme of the session the following morning was "Smoothing the way for greater sales through closer cooperation with national customer associations." During this part of the program the chairman of each committee for each of the customer organizations reported to the membership.

The Laundry and Cleaners Allied Trades Association chose the following officers: president, J. Stanley Hall; secretary, William Schleicher; treasurer, Nils S. Dahl; directors: Charles T. Beringer, T. S. Buchanan, C. R. Conley, E. H. Earnshaw, Jr., Harlow H. Gaines, Burrell O. Guthry, Richard Lane, Fernand K. Levy, A. B. Maley, Sammy Ross, Jr., George G. Rups and R. O. Trowbridge.

The following were elected by the Laundry and Dry Cleaners Machinery Manufacturers Association: president, Clifton W. Johnson; vice president, George G. Rups; treasurer, T. S. Buchanan; directors, Homer Campbell, W. H. Bonetsch, C. H. Clement, D. A. Freeman, Les Kienzle and Ira O. Maxwell.

Highlight of the entertainment program was the annual golf tournament, won by F. E. "Red" McCleary. The editor of this publication distinguished himself by turning in the highest score. Other entertainment included an opening reception and cocktail hour, a dinner with a special "horse racing" feature, and the annual banquet, entertainment and dance.

The next convention will be held at White Sulphur Springs, Va., April 25 to 28, 1951, in an attempt to relieve the congested May convention calendar. # #

Solvent Reaction and Personal Health

EVEN in a safe plant, some people may be affected by the slight contact with solvent, either in the liquid or vapor form, that occurs in the normal operation of dry-cleaning equipment. To avoid trouble later, the plant manager should try to learn something about the physical condition of employees before they are assigned to work which will necessitate some exposure to or contact with solvents.

Very fat individuals, persons suffering from lung or heart trouble, ulcers or other stomach ailments, liver or kidney trouble, or from blood or vascular diseases are affected by amounts of solvent vapor that would not bother the normally healthy individual. Habitual heavy drinkers are also susceptible to the effects of solvent vapors. Some people have skin that is sensitive to even the slightest contact with a particular solvent.

It is unwise to assign people who suffer from such illnesses to work as machine operators or spotters or to let them do maintenance work such as cleaning of dry-cleaning machines.

If an employee who does such work complains of persistent nausea, loss of appetite and weight, persistent headache or dizziness, it may be a sign that he is solvent-sensitive. It may also be a sign of a thousand other things. Have him go to his doctor for a check-up. Perhaps transfer to other work may be recommended.

There is no substitute for safe equipment, safely operated. But your plant won't be safe unless the people engaged on solvent-using processes are normally healthy.

Safety Research Institute. # #

WANTA IRON OUT DELIVERY PROBLEMS?

DODGE TRUCKS

are "Job-Rated" to cut costs

If your delivery costs are "pressing," you need trucks that are built for fast, low-cost delivery. You need Dodge *"Job-Rated"* trucks.

Your Dodge dealer can show you a truck that's *"Job-Rated"* to deliver more garments in less time—at less cost per stop!

- **Look at the new Dodge Route-Van.** Stand up inside! There's headroom for a six-footer—complete with "Stetson." Your choice of 7-, 9½- and 12½-ft. bodies. Each has plenty of room for shelves and racks. Doors are unusually wide.
- **Study the roomy ½-ton Dodge panel.** It's high, wide and handsome—just the thing for delivering suits, dresses, laundry, etc. A convenient auxiliary seat is available if you operate your fleet with driver helpers.
- **There's a variety of special bodies available** on Dodge *"Job-Rated"* chassis in ½-, ¾- and 1-ton models. For the special body that meets your exact needs, consult your Dodge dealer.

What's more, gyrol Fluid Drive is now *available on Dodge Route-Vans and panels.* It eases starting, shifting, handling in traffic. It reduces wear on over 80 vital parts—substantially lowers operating and upkeep costs.

A Dodge *"Job-Rated"* Route-Van or panel gives you plenty of comfort, maneuverability, and glass area, too. And you'll save money on gas, oil, upkeep, and delivery time. See your Dodge dealer for a truck that'll iron out your delivery problems and cut costs.

With all their extra value **DODGE** *"Job-Rated"* **TRUCKS** *are priced with the lowest*

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SOUTH DAKOTA MEETING

LESTER BROWN of Sioux Falls was named to the presidency of the South Dakota Association of Cleaners and Dyers during its annual convention, held May 12-14 at Sioux Falls. He succeeds Phil Johnson of Mitchell. Also named as officers were: Robert Rea, Ipswich, vice president, and Dave Gallher, Garretson, reelected secretary-treasurer.

The convention drew a registration of about 240 members. A tour of some of Sioux Falls' 16 cleaning establishments opened the program. The evening session included a showing of the film "More Dangerous Than Dynamite," and a style show presented by a local women's store.

The second day's session opened with a talk by Phil Allen of Dille Associates, Inc., Chicago, on sales promotion and costs. Robert Cowie, staff engineer of the National Institute of Cleaning and Dyeing, spoke on cutting production costs. Skits on how to sell and how not to sell service were presented under the direction of Melvin Krogh of *The American Drycleaner*, assisted by drycleaners Dave Gallher and Kenneth Lynn.

A cleaning plant was set up in the Sioux Falls Coliseum annex for the presentation of three demonstrations. O. Rosenberger of R. R. Street and Company, Inc., demonstrated how two-gun spotting cuts production costs. Steam generation, old vs. new, was demonstrated by F. W. Peterson of Clayton Manufacturing Co. The final presentation was on finishing, with George Schlenom and Joe Fitpold of U. S. Hoffman Machinery Corporation as demonstrator and commentator, respectively. An open forum with convention speakers on the panel concluded the business sessions.

Newly elected South Dakota officers, left to right: Robert Rea, vice president; Lester Brown, president; Dave Gallher, secretary-treasurer

J. D. Coon, Sioux Falls attorney, was the speaker at the convention banquet, which was followed by a floor show and dance. # #

NORTHWEST ELECTS MASTERSON

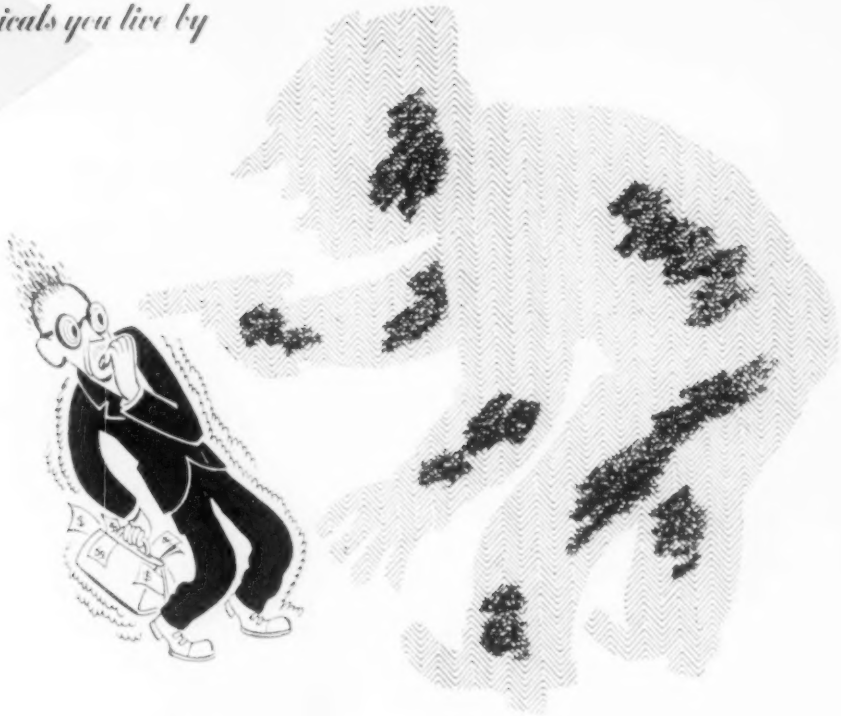
by WILLIAM R. PALMER

THE silver anniversary convention of the Pacific Northwest Launderers and Dry Cleaners Association (Washington and British Columbia) was held on May 11 to 13 at the Empress Hotel in Victoria, B. C., on the southernmost tip of Vancouver Island. Abetted by beautiful spring weather, the atmosphere of the meeting was one of renewed optimism after one of the worst winters in history for the drycleaning and laundry industry in the area.

The featured speaker of the comprehensive program was Fred McBrien, president of the American Institute of Laundering, who discussed the future of the AIL and the laundry industry. Trends in the drycleaning industry that increase management's responsibility and opportunity were described by W. R. Palmer, editor of THE NATIONAL CLEANER & DYER. Procter & Gamble's excellent film on the theory of detergency, "Leave Less to Luck," was shown by Don Nash.

On the final day's program W. J. Shipley of Seattle, former production engineer, discussed production and inventory controls in the linen supply field. A "Blueprint for Selling" was dramatically, even intriguingly, presented by G. W. Boyd of Emery Industries. The "Case of the Reluctant Routeman," with suggestions

Chemicals you live by



WHY PUT YOUR

Profits on the spot!

Spotting with hand labor increases overhead in any establishment. DIAMOND Dry Cleaner can reduce this expensive process for you. It has a built-in spot remover. We make no claim that it eliminates all spots. We claim only that it greatly reduces spots. You can order DIAMOND Dry Cleaner with built-in spot remover from your regular supplier. He can furnish you also with DIAMOND Carbon Tetrachloride and Perchlorethylene.

DIAMOND DRY CLEANER

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DIAMOND ALKALI CHEMICALS

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for his reform, was discussed by Gus Evans of the *Pacific Laundry & Cleaning Journal*.

Ralph Masterson was chosen to succeed Wilt Russell as president of the group, thereby making Longview, Washington, the site of next year's convention. John Weaver was chosen vice president. Howard Keeler and Don Spellman were returned as treasurer and secretary, respectively, and Tom O'Brien was elected the new sergeant-at-arms.

Variations on the business theme were an inspirational talk, "It's later than you think," by Rev. Bill Hills, a golf tournament on one of the most beautiful courses on the continent, the banquet and "social hours."

International amity was well served in Victoria! # #

SCENIC CONVENTION

Top: Barbershop chorus warms up. Center: Some of banquet guests. Above: Speakers' table: left to right: Mr. and Mrs. Clarence Pierce; Mr. and Mrs. Fred McBrien, toastmaster; E. L. Blanchard; Mrs. and Mr. Marvin Christensen; Mrs. and Mr. Wally Pockham; Mrs. and Mr. John Baird.

OVER 100 members of the Idaho Laundry and Dry Cleaners Association met at McCall on Payette Lake for the 51st annual convention, held May 19, 20 and 21. In spite of the attractions of the mountain setting, offering simultaneous golfing and skiing, the business meetings were well attended.

The program opened with an insurance panel. Insurance attorney E. E. Haight, executive secretary of the group, acted as moderator. Paul V. Black of the Idaho Compensation Company explained the state's compensation setup and outlined what planteowners could do individually or as an association to reduce compensation costs. Clifford W. Lundquist of Ensign-Walker Insurance Agency discussed plant construction designed to carry minimum fire rates. The question-and-answer period brought out the fact that the drycleaning and laundry industries have the lowest compensation rate of any in Idaho. Mr. Haight urged the association to get together with legislators in view of a pending law which would increase rates.

Plant processes which result in damage claims were discussed by Clarence Pierce, manager of NICD's West Coast branch. A three-months study, he reported, showed that 60 percent of garment damage is caused in the plant—60 percent in drycleaning, 20 percent in spotting, 18 percent in wetcleaning and only 2 percent in finishing.

Speakers at the banquet included F. W. McBrien,

EARN A PROFIT OF 2¢ TO 5½¢ PER SQ. FT.

SHAMPOO RUGS IN YOUR PLANT

With the same HILD Equipment used to shampoo carpets "on location," you can also clean rugs in your plant. Rug cleaning pays you a profit of $1.12 to $5.50 on the average 9 x 12 rug . . . adds extra value to your investment in HILD Equipment.

SHAMPOO UPHOLSTERY

Don't overlook this up-and-coming profit maker! Every home is a prospect. You can save $5 to $10 itself shampooing a davenport and chair. For complete information!

THE FIELD IS WIDE OPEN! REQUIRES A DOWN PAYMENT OF ONLY $350!

Did you ever stop to think what happens to all the wall-to-wall carpeting in your community? It just keeps getting dirtier and duller and dingier . . . until some enterprising cleaner comes along and offers to shampoo it on-location. Your customers will welcome this service . . . and so will the owners of stores, theaters, hotels, apartment buildings, lodge halls and churches. They'll willingly pay good rates for this service . . . especially when they see how HILD System Shampooing revives the bright colors, the lustre and soft "feel" in dirtiest carpeting. Here's the big profit, big-volume business you can get into without adding to your plant, and without making a big cash outlay.

HILD HELPS YOU GET BUSINESS

Right from the start, you can get business from your present customers. And there's plenty more to be had by aggressive advertising. HILD makes it easy for you to advertise at small cost. Striking newspaper ads, radio announcements, postcards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Read the "success stories" of other HILD System Carpet Cleaners. Mail the coupon today!

Today! Mail Coupon for FREE BOOK

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

Please rush your free book of "FACTS." I am also interested in ☐ Cleaning Rugs in my plant ☐ Shampooing Upholstery.

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Left to right: Wally Packham, Walt Doss, Elwood Hopkins, John Baird and Marvin Carlson

MIL president, who discussed selling the housewife on dryc leaning and laundry service. NICD director Wally Packham of Blackfoot explained the Institute's management course and reported the Chicago convention.

Newly elected officers of the Idaho association are: John Baird, Boise, president; Walter Doss, Twin Falls, vice president; Marvin Carlson, Buhl, secretary-treasurer, and Elwood Hopkins, Pocatello, director. ☆ ☆

MONTANA BOOSTS MEMBERSHIP

Left to right: Frank Comte, director; Wallace Doe, president; John Haviland, director; Herb Bernstein, director and membership chairman

An attendance of 200 at the meeting of the Montana Laundry Owners and Dry Cleaners Association, held May 19 and 20 at Great Falls, heard the report of a successful campaign that had doubled membership since the last convention.

The business sessions opened with a talk by Ward Junkermeier, C.P.A., who outlined a uniform accounting system for both drycleaning plants and laundries. Clarence Pierce, manager of the West Coast branch of NICD, concluded his talk on unserviceable garments with a "Chamber of Horrors" made up of garments on which cleaners of the area had paid heavy claims.

A film, "Trapping for Profit," was shown by R. F. Taylor of Armstrong Machine Works, followed by a talk on labor relations by Howard Burton, manager of the Great Falls Employers Council.

The program the following morning included a showing of another film, "Protect Your Profits," by H. R. Moore of the American Laundry Machinery Co., and a talk on selling and advertising by G. W. Boyd of Emery Industries.

The following officers were elected for the coming year: Wallace Doe, Billings, president; Chet Scott, Laurel, vice president, and Jack Cline, Billings, secretary-treasurer. Herb Bernstein of Great Falls, who was so successful as chairman of the membership drive, was reelected 1950-51 membership chairman and also was named a director. The other new directors are Frank Comte and John Haviland, both of Billings, C. J. O'Connell, Bozeman, and George Matts, Miles City.

In addition to the usual closing banquet and dance, entertainment included the group's now famous sea food dinner, for which fresh sea food is flown in from Seattle. ☆ ☆

Top: Ward Junkermeier expounds value of uniform accounting system to Montana Cleaners. Above: Guests seem to be enjoying sea food dinner

Improve Your Work With

"FILTER-SOL"

100% SOLUBLE FILTER SOAP

. . . For use in Petroleum or Synthetic Solvent Dry Cleaning — with or without moisture admixtures.

Not Only a Soap — but a Moisture Carrier as well.

"FILTER-SOL" is produced under the scientific control of the Davies-Young Laboratory Staff to insure maximum effectiveness and constant uniformity.

"FILTER-SOL" is 100% soluble in solvent; goes into solution immediately; and stays in solution. Will not build pressure in filtration unit. Clarifies from solvent by distillation or chemical process. Leaves absolutely no odor—rinses quickly. No re-deposit of soil—no static.

Reduces re-cleans, wet cleaning and spotting to minimum. Assures luster, sheen, resiliency and bright, clear colors in silks and produces excellent white work.

For Petroleum Solvent

Use straight without moisture or perfect milky white emulsion with moisture addition made up: (*a*) Two soap—one water, or (*b*) One soap—one water, or (*c*) One soap—one solvent—one water. All of these mixtures disperse moisture in solvent. Use one pint of any of these mixtures for cleaning 25 pounds of garments in 25 gallons of solvent.

For Synthetic Solvent

(Perchlorethylene)—In systems designed to properly use a soap or soap-and-water mixtures. Use straight or mixture—two parts soap, one part water. Two ounces of this emulsion to each 5 pounds of work to be cleaned.

See instruction manual for proper cleansing of reversibles, sweaters and curtains.

• • •

THE DAVIES-YOUNG SOAP COMPANY

Box 995 **Dayton 1, Ohio**

For SPRAY SPOTTING

One part Soap, five parts Solvent. Wet area to be treated with wet steam. Apply **"FILTER-SOL"** to pick up moisture. Put garment directly into washer for regular run. This will avoid rings and remove all moisture soluble soils.

For PRE-SPOTTING . . . HAND BRUSHING

Make stock solution one part **"FILTER-SOL"**—two parts Solvent; or if moisture action is desired, one Soap—one Solvent—one Water.

THE DAVIES-YOUNG SOAP COMPANY

Box 995, Dayton 1, Ohio

Please send me free sample of Filter Sol and full information for its use, in (Petroleum Solvent ☐
(Synthetic Solvent Cleaning ☐

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SECOND ALL-AMERICAN CONFERENCE

by WILLIAM R. PALMER

THE experiences of 30 plants, most of them combined laundries and cleaning plants, were pooled in three days of strenuous exposition and discussion at the Broadmoor Hotel in Colorado Springs, Colorado, April 27-29. The "All-American Conference" is an annual meeting of plantowners whose only common bond, other than their means of livelihood, is the fact that they are clients of the management engineering firm of Claude E. Lucas & Associates.

An idea of the richness of the program may be gleaned from the fact that with 45 persons in attendance, including two allied tradesmen, three trade paper editors, and five Lucas associates, there were 40 talks delivered or papers read. There certainly was something for everybody! Each talk was followed by discussion, and since many of the talks were deliberately provocative the discussion was hot and heavy at times. Also, the frankness and willingness to discuss all phases of his operation by each speaker were refreshing.

An entire morning was devoted to sales promotion methods. An afternoon was divided between advertising and merchandising, as well as linen supply and industrial cleaning problems. Laundry production took a whole day, drycleaning production required a full morning, and office procedures shared an afternoon with the management problems of financing and with ways to combat the self-service laundries.

There was a day of golf preceding the conference for those so inclined; from then on there was no time for play. Even after the sessions the boys were still talking shop at meals, in the cocktail lounge, in the downtown restaurants.

The committee that put the conference over included J. C. Hollingsworth, John Ripley, R. F. J. Williams, Jr., Jack Elberling, John Fitz-Gerald, A. J. Rawlinson, and W. F. (Bud) Hagen. The conference officers who will take charge of conference plans for the coming year are: Lewis Parce, chairman; Hugh Stephen, vice chairman; Robert Bertucci, secretary, and Jack Elberling, treasurer. The site tentatively chosen for the next meeting was Sun Valley, early next June.

The roll-call included: B. C. Dansby, American Laundry, Bryan, Texas; George G. Rupp, American Laundry Machinery Company, Cincinnati, Ohio; J. F. Yeats and Curtis Fitzpatrick, Austin Laundry and Dryeleaners, Austin, Texas; John Fitz-Gerald and Don Draper, City Laundry and Dryeleaners, Wichita, Kans.; Chris Damotis, Covey Laundry, Seattle, Wash.; Russell Johnston, Domestic Laundry, Inc., Wichita, Kans.; Ed Anderson, Eugene Laundry and Dryeleaners, Eugene, Ore.; Harry Goodheart, Goodheart Broadway Laundry, Denver, Colo.

And: Kelsey Johnson, Johnson Laundry Company, Albert Lea, Minn.; E. W. Mayer, H. Kohnstamm & Company, Chicago, Ill.; Jim Hart, Longview City Laundry, Longview, Wash.; Claude E. Lucas, Jean Ulbright, J. G. Swindells, Fred DeArmond and Richard Rawlinson, Claude E. Lucas Associates, Pasadena, Calif.; Don Marshall, Marshall & Swift, Mason City, Iowa; William Palmer, THE NATIONAL CLEANER & DYER, New York, N. Y.; Hugh B. Stephen, New Method Laundries, Victoria, B. C.; Spencer Baltz, New Process Laundry, Emporia, Kans.; Harold Tomlinson, New Richmond Laundry, Seattle, Wash.; A. J. Rawlinson, New System Laundry, Portland, Ore.

The new officers, left to right: Hugh Stephen, vice chairman; Robert Bertucci, secretary; Jack Elberling, treasurer; Lewis Parce, chairman

Plus: J. W. Smith, Northwest Industrial Laundry, Portland, Ore.; Ernest Calon, Oakland Laundry, Oakland, Calif.; R. F. J. Williams, Jr., Oklahoma Operating Company, Oklahoma City, Okla.; Leo C. White, Olympia Laundry and Dryeleaners, Port Angeles, Wash.; Mason Keeler, Overall Cleaning and Supply Co., Seattle, Wash.; S. H. Evans, *Pacific Laundry and Cleaning Journal*, San Francisco, Calif.; Conger Beasley, Pearl Nuway Laundry, St. Joseph, Mo.; Jack Elberling, Peerless Laundry and Dryeleaners, Oakland, Calif.; Duane C. Lawrence, Portland Laundry and Dryeleaners, Portland, Ore.; Preston Ripley and Howard Abernathy, Ripley's, Inc., Topeka, Kans.; William Reid, Robison-Moore, Wichita, Kans.

And: E. A. Morgan, Salina Steam Laundry, Salina, Kans.; William Morrow, Star Steam Laundry, Vancouver, B. C.; Wayne Wilson, *Starchroom Laundry Journal*, New York, N. Y.; W. R. Hagen, Troy Laundry Company, Seattle, Wash.; Lewis Parce, Troy-Manhattan Laundry, Berkeley, Calif.; Robert A. Ganz, Jr., Wenatchee Steam Laundry, Wenatchee, Wash.; J. C. Hollingsworth, Wichita Laundry and Dryeleaning Company, Wichita, Kans.; T. E. Milholland, James Milholland and Robert Bertucci, Zenith Cleaners, Dallas, Texas. # #

do you have trouble touching bottom?

SUNBEAM *automatic* CLOTHES LIFT

takes the BEND out of cleaning plants and laundries

Patent applied for

AT LAST . . . the answer to the "broken back" complaint of plant workers the world over—the complaint that's robbing you of production—the complaint that's running up your labor costs.

NOW—the SUNBEAM *automatic* CLOTHES LIFT brings every garment right to the worker's finger tips. NO MORE bending deep to get the last garment at the bottom of the basket. NOW every garment comes right to the top—*automatically*.

So simple, you'll wonder no one hit on this idea before. So perfect, it will save hours, dollars and tempers in every corner of your plant. So cheap you'll want one for every basket in your plant.

FOUR TIMES in every cycle, SUNBEAM *automatic* CLOTHES LIFT saves back-breaking reaching for the bottom of the basket. In the sorting department, in the benzine room, at the dry tumbler and at the spotting table SUNBEAM can now bring every garment UP right into the hands of the worker.

The SUNBEAM *automatic* CLOTHES LIFT fits into any aisle-basket or hamper. Scientifically designed springs elevate a movable platform. As garments—and it doesn't matter if they're all wool, all silk or mixed—are tossed into the basket, the platform lowers until the basket is filled.

As garments are removed—the platform raises, keeping all the work HIGH, within easy and immediate reach. What a boon for aching backs—what a speed-up for production.

Long-lasting, of finest materials available, in sizes to fit all standard baskets, SUNBEAM CLOTHES LIFT will bring you a real production boost, a real labor economy.

FULL: platform automatically rides ALL the way to the bottom of the basket.

HALF FULL: As garments are removed, platform automatically rides higher to comfortable, time-saving working level.

EMPTY: the last garment is automatically raised to the top—no bending.

Easy to install—just hook on a spring over the rim of your hamper and the platform is automatically in place—ready to keep it geometrically at convenient height.

Platform made for ANY sized basket—lifts and lowers automatically to proper height no matter size, quantity or type of load.

Then slip liner into basket; place hem of liner about ½" over rim, draw strings right and you have a complete garment, back-saving convenience.

Platform is structural units type steel channels covered with tempered masonite.

Precision tempered steel springs calibrated to accommodate any weight.

Liner is flexible duck, sturdily stitched for long, hard, every day service.

PRICES

10 bushel size . . . $13.45
12 bushel size . . . $13.95
14 bushel size . . . $14.45
16 bushel size . . . $14.95
other sizes in proportion

Every SUNBEAM *automatic* CLOTHES LIFT completely guaranteed

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CLEANERS SPECIALTIES SUPPLIES CO.

6615 N. Fairfield Ave. Chicago 45, Ill.

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LIKE July and the Crab*

*According to astrology, the ancient "science of the stars", those born between June 21 and July 22 fall under the influence of Cancer, symbolized by a crab.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in July

The stars have endowed you with a talent for catering to public needs. And as long as the public needs better drycleaning service, STOD-SOL, the superior solvent, will be the choice of quality-minded operators. Your ability to handle unusual drycleaning problems through using STOD-SOL'S famous "Test Bundle" Service will help build a loyal customer following. Ask your nearest STOD-SOL distributor for details.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

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NEWS NOTES *in the trade*

Garvey Elected President of American

AT a meeting of the board of directors of The American Laundry Machinery Company, Cincinnati, Ohio, James M. Garvey, vice president and general sales manager, was elected to succeed the late Harvey H. Miller as president of the concern.

JAMES M. GARVEY

At the same meeting James F. Allen was elected a vice president. He will also retain his present position as treasurer. John B. Patzold, assistant purchasing agent, was named purchasing agent to succeed the late J. W. Kinney.

A native of Cincinnati, Mr. Garvey was graduated from Princeton University in 1917. During World War I he served as a captain in the Marine Corps, and received both the Croix de Guerre and Distinguished Service Citation for his gallantry in action.

JAMES F. ALLEN

JOHN B. PATZOLD

Mr. Garvey has been connected with the American company for more than 28 years. Early in his career with the firm he underwent intensive training in the company's Chicago, Rochester and Cincinnati plants and in laundry engineering and management. He served for a time as demonstrator for the Southern Sales Division and as a special investigator in laundry systems, and wrote two books covering methods of identifying different family services.

Mr. Garvey worked up very rapidly through the sales department of the company and in 1927 was promoted to assistant sales manager of its Eastern Division, with headquarters in New York City. Two years later he was named sales manager of that division. He returned to the firm's home offices in Cincinnati in 1944, when he was elected vice president and appointed general sales manager. He has been a director of the company for the past four years.

Hewitt Joins Perfection

THE appointment has been announced of Homer Hewitt as superintendent of production and sales director of Perfection Products Company, Oak Park, Ill., manufacturer of the Exacto Pre-Numbered Tag. Mr. Hewitt has held important posts with several large manufacturing companies in the dry-cleaning and laundry industries and has had over a quarter of a century of experience in the field. During World War II he served as a civilian consultant on dryecleaning, laundry and identification problems for both the Army and Navy.

HOMER HEWITT

According to Mr. Hewitt, the three acute problems now affecting the dryecleaning and laundry industries are maximum efficiency in the use of present equipment, efficient utilization and coordination of labor, and reduction of production losses and claims to a minimum. He is planning to conduct a series of clinics, at dates to be announced later, in various major cities during the coming year, and will invite industry leaders to participate in discussions with him.

New Building for Majestic

THE Laundry and Dryecleaning Packaging Division of the Majestic Paper and Twine Co., Inc., has announced the opening of its new offices, packaging plant and warehouse at Building No. 7, 139 Second St., Brooklyn 31, N. Y.

Drew Announces Appointments

E. F. DREW & CO., Inc., New York, N. Y., has announced the appointment of E. F. Patterson and Charles J. Schlecht as service representatives for its dry-cleaning soap, Drisyn.

Mr. Patterson, who is well known to the dryecleaning trade, will cover the Southeastern states, with headquarters at Columbus, Ga. Mr. Schlecht was for-

"TarGo works good on hot weather stains"

TarGo is the distinctive spotter so many dry cleaners and laundrymen everywhere rely upon for the removal of difficult stains.

Try TarGo on Grass Stains, on Lipstick Stains. When you have a lipstick get loose in a tumbler, use TarGo in the wheel to remove it. Just use about a quart of TarGo to 20 lbs. of clothes. Run your solvent low, shut off the pump and run from ten to twenty minutes. You will be amazed at the results.

TarGo should be used on Tar, Paint, Aeroplane Dope, Oxidized Oil and Grease, Nail Polish Stains, as well as all unknown stains.

TarGo deserves a place in your plant.

—Ask your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

merely connected with a Chicago jobbing firm as a dry-cleaning specialist. He will represent Drew in Illinois and Wisconsin, with headquarters in Chicago.

Dr. F. H. Guernsey, sales manager of the Chemical Specialties Division of E. F. Drew & Co., has announced the appointment of additional jobbers. They are: James E. Coy, Atlanta, Ga.; Steyne and Maley, Chicago; W. C. Cook, Chicago, and Sterling Supply Co., Philadelphia, Pa. These distributors will sell the entire Drew line of dry-cleaning products.

New Molded Rubber Press Pad

THE Pittsburgh Tag Company, Pittsburgh, Pa., has introduced a new molded rubber press pad, known as the "Lam-Tex" pad, after over a year of testing in actual production.

The Lam-Tex pad is composed of a material specifically designed for dry-cleaning press pads. According to the manufacturer, use of Lam-Tex virtually eliminates shine and button and zipper breakage and permits better trouser creases. The Lam-Tex pads are molded in the factory to fit all makes of dry-cleaning presses.

Hoffman Promotes Brendel

GEORGE V. BRENDEL

GEORGE V. BRENDEL has been promoted to Eastern District manager for the U. S. Hoffman Machinery Corporation, New York, succeeding the late S. G. Alden, the company has announced. Mr. Brendel will be in charge of sales of pressing machine and dry-cleaning and laundry equipment in the 24 states comprising the Hoffman company's Eastern District.

For the past 16 years, Mr. Brendel has been manager of the Birmingham branch office, serving Alabama and West Florida. Before joining the company in 1931 at its New Orleans office, he had been engaged in steam engineering work.

New Carbon Dioxide Extinguisher

A NEW carbon dioxide fire-extinguishing system for the protection of Class B and C risks, and for Class A risks in closed vaults or similar storage-type rooms, has been announced by American-LaFrance-Foamite Corporation, Elmira, N. Y. It is designed for gasoline, oil, paint, varnish and electrical fires. According to the manufacturer, the new system automatically sounds a

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warning when fire lits, stops motors, closes windows, shuts off fans and closes doors, in addition to putting out the fire. The release system may be automatic or manual or both.

Illustrated literature describing the new Alfco Carbon Dioxide System may be obtained by writing to the company.

New Wizard Extractor

THE Hammond Laundry Cleaning Machinery Company of Waco, Texas, points out four special features of its recently introduced Wizard extractor.

The first of the new features consists of flexible rubber mountings which are said to allow the basket to develop top speed immediately without strain on the motor, bearings and mountings.

A new safety lid lock prevents the lid from being opened while the basket is in motion and prevents the machine from starting until the lid is closed and locked. Every phase of the extractor operation is governed by a single lever switch which protrudes over the lid. This new extractor also meets every state safety requirement, it is stated.

Replacing the conventional foot brake, a new magnetic brake is geared to the Wizard's driving mechanism. The brake is released when the current is turned on by the single control lever and is automatically applied when motor current is turned off.

The fourth new feature is the use of sealed ball bearings that are completely encased in a packed lubricant. No harmful grease or oil may escape to reach the rubber mountings, Hammond states.

The new Wizard is available in four sizes: 17, 20, 26, and 30 inches.

Merchants Chemical Appointments

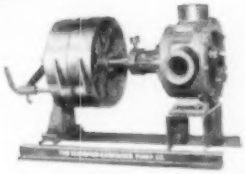
MERCHANTS Chemical Company, Inc., New York, N. Y., has announced that B. J. Spatta, the firm's district manager in Cincinnati, Ohio, has been given the additional duties of sales manager in charge of the Laundry and Dry Cleaning Division. E. C. Swackhammer, district manager in Milwaukee, Wis., has also been appointed sales manager in charge of the Industrial Chemicals Division.

New Kurb-Side Displayer

THE J. B. E. Olson Corporation, Brooklyn, N. Y., has introduced the new Kurb-Side Displayer, a truck body that allows the cargo to be seen. Essentially the Displayer is a normal 350 cu. ft. All-Aluminum Alloy Kurb-Side unit mounted on a ¾-ton Chevrolet chassis. The aluminum panels have been removed and glass panels substituted in their place.

The glass panels are comprised of interior and ex-

Invader the NAME to KNOW in PUMPS



For many, many years the name INVADER has stood for *top performance* in rotary pumps—longer life . . . positive action . . . quiet operation. They will fit your equipment with no expensive changes in piping or mounting. Specify INVADER for your next replacement *and forget your pump troubles.*

HERE'S THE REASON

. . . why INVADER Pumps perform better—longer. The new and improved tooth design provides a *positive seal* and *rolling contact* . . . assures you of service you could never get with the old-style construction. Less "down" time, fewer replacements, and reduced power costs. Next time be sure you get INVADER pumps!

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Looking for Lower Costs?

In Many Plants they have Found the Answer

PRODUCTION GOES UP ... with **AND COSTS COME DOWN**

for 140 F Solvent

Majestic

The Modern Dry Cleaning Unit

And Here's Why . . .

It incorporates the EXCLUSIVE PURISOL SYSTEM, an arrangement whereby dirty solvent is sent from the washer directly to the filter. The main storage tank therefore is kept clean and free from fatty acid forming impurities. Your solvent never has to be dumped. A definite saving in filter powder is a result of sending it directly to the filter from the washer instead of being added to the storage tank where a portion of it will settle and never reach the filter. A beautiful cleaning job is also the result of the rinse action of the Purisol System. A "shower" of clean solvent sprays on the garments during the rinse cycle. Solvent does not rise from the bottom and overflow as in so many systems.

LOW PRICED *Engineered for Production* READY TO WORK

For further information contact your jobber or write direct to

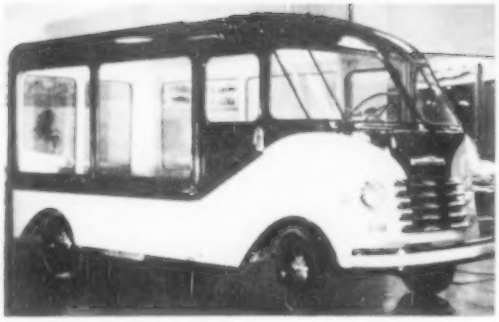
INDIANA MANUFACTURING CO., INC. 1900 East Main St., New Albany, Ind.

JOBBER INQUIRIES SOLICITED

terior sections that are separated by dead air spaces and are firmly locked in position by strong aluminum alloy extrusions which are riveted to the body. These extrusions lock the glass in place and are fabricated of $1\frac{1}{2}$ by $1\frac{1}{2}$ inch continuous aluminum alloy.

Acting as shock absorber is a hermetically sealed rubber shock mount made of a continuous piece of molded neoprene rubber designed to proper durometer hardness. This, Olson states, permits the glass panes to flex without subjecting them to abnormal stress. The glass panes are made of standard size $\frac{1}{4}$-inch shatterproof safety plate.

Any possibility of fogging and condensation has been eliminated, Olson claims, by the use of a patented breather valve. Each pane of glass is mounted independently, so that if either pane is damaged it can be easily replaced without the use of special tools.



The new Kurb-Side Displayer should find a receptive market, the manufacturer believes, in fields where the simultaneous display and transport of merchandise are of paramount importance.

Pennsalt Offers New Heavy-Grease Cleaner

A NEW solvent emulsion type cleaner primarily designed for the removal of extremely oily and greasy soil found in overalls and wiping rags is now being offered by the Laundry and Dry Cleaning Department of the Pennsylvania Salt Manufacturing Company, Philadelphia.

The new product, called "Erustolax," contains powerful oil and grease solvents, along with penetrating agents, and emulsifies completely with water in almost any proportion, the company states. Erustolax was developed at Pennsalt's Whitemarsh Research Laboratories and was given extensive field tests. According to the producer, in all trials Erustolax showed either an improvement in quality or a saving in cost, and in a number of cases both. In addition to being recommended for all laundries with heavy grease soil problems, tests have indicated the new product will find wide application in linen supply washing.

Erustolax is designed, the company states, so that

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all soap is eliminated when it is used in heavy-duty laundering. One of the features pointed out by Pennsalt is that it gives off no strong, irritating odors or fumes, thereby improving working conditions. Erustbilax is packaged in 5-gallon cans and 50-gallon steel drums.

1950 York-Power Models

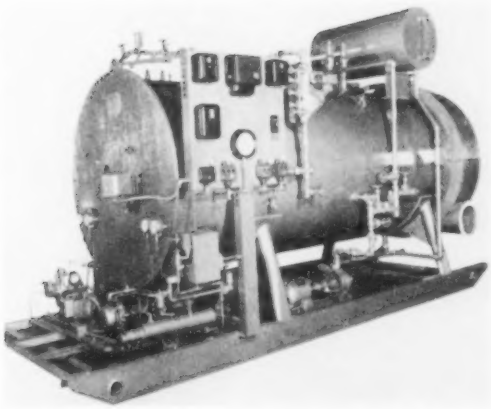
ANNOUNCEMENT has been made by George Frank, manager of Industrial Division, York-Shipley, Inc., York, Pa., of extensive redesigns and improvements in the new 1950 line of York-Power Steam-Pak Generators. These new 1950 models for high and low pressure steam, 15 h.p. to 150 h.p., for gas, oil, or combination gas and oil, have many new features in construction to provide greater fuel burning efficiency and easier operating control, Mr. Frank states.

All models are equipped with the patented York-Shipley Iris Shutter for precision control of burner air. To facilitate the adjustment of fuel-air ratio on all modulated units, a new linkage assembly is provided which permits independent adjustment of either blower air or fuel.

New design features provide a minimum length of oil piping and closer placement of heating components, thereby improving the ability of Steam-Pak units to handle the heavier and cheaper residual oils, it is stated. A new method of lubrication for the atomizing air compressor has been incorporated which eliminates manual adjustment of the rate of lubrication. Electronic-type combustion safety controls are standard throughout the entire 1950 line.

Gas-fired 1950 models are equipped with a motorized gas shut-off valve in place of the conventional solenoid valve to insure instant and positive shut-off of main gas flow when required, as well as slow opening action for lighting off.

The announcement further states that all 1950 models utilize full welded construction of pressure vessels, both high and low pressure. All units have sufficient connections to provide either left- or right-hand installation. High pressure boilers are now equipped with a double blowdown on each end of the boiler. A below-the-water-line connection provides indirect heating of domestic or process water on all high pressure boilers. Low pres-



Model No. 5, oil fired low pressure package unit Steam Pak Generator

THE NEWEST ANSWER to FUR electrifying and FUR glazing in your plant!

- **LUSTERETTE . . . the NEW . . . and the truly portable FUR IRONER!**
- **LUSTRE-MATIC . . . the LATEST, most modern machine for mass production FUR electrifying and finishing!**

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RELIABLE MACHINE WORKS, Inc.

230-240 EAGLE ST. Brooklyn 22, N.Y.

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SEND this coupon NOW

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Fully illustrated, descriptive folders on both pieces of RELIABLE equipment

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☐ send the folder on LUSTERETTE

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Let Orvus Extra Granules Iron Out These Wet Cleaning "Wrinkles"

You'll like the competent way Orvus Extra pulls soil and stains from garments—in the wet cleaning wheel or on the scrub table. You'll like its extra cleaning power . . . and the safety it provides for all types of materials.

Orvus Extra gives excellent results in either hard or soft water. It removes lime soaps from fabrics and washwheels. It rinses freely. It leaves washed fabrics with the natural "handle" that customers like.

Try Orvus Extra. You'll find plenty of "extras" in this complete, multi-purpose synthetic detergent.

ORVUS

Procter & Gamble Cincinnati, Ohio

sure boilers are available with immersion domestic water coils.

Insulation applied to the boiler shell is Fiberglas, cemented with a special adhesive to insure lowest possible heat loss. Insulation casing jackets are 14 gauge steel.

Further details may be obtained from qualified York Power distributors or by writing to York-Shipley, Inc., 20 Jessup Place, York, Pa.

Martin School at Test Plant

PERIODIC courses in "Martinizing—More Than Dryecleaning" are being conducted by the Martin Equipment Corporation at a model operating plant in Buffalo, N. Y. This is a complete Martinizing store plant operating under methods outlined by Martin.

Some of students at Mar-Martinizing class, left to right: Fred Joel, Fidelity Cleaners, Chicago; W. J. Fischer, technical director and instructor at school; Louis Fox, Modern Cleaners, Paterson, N. J.; Kenneth Hendricks, Quality Cleaners, La Jolla, Calif.; Sam Prizant, One Hour Martinizing, Cleveland; John Crow, on Martin's engineering staff.

Students may spend as much time as is desired at this plant where they are given an opportunity to learn the complete Martinizing process. They are shown the Martinizing methods of wet prespot drycleaning, wetcleaning, finishing, inspecting, assembling; plus accounting, sales promotion and personnel training as they pertain to the operation and management of a package plant.

The company reports that students from California to New Jersey and from Texas to Saskatchewan have all been enthusiastic about the school.

New Reweaving Kit

CULVER Products Co., Culver City, Calif., has announced a new product, the Invisible Reweaving Kit. The kit contains step-by-step instructions in French reweaving, material splicing, patch weaving, hosiery and knitted-goods repair and stoting. A reweaving needle is included.

GMC Regional Truck Shows

ACCORDING to John E. Johnson, general sales manager of the GMC Truck and Coach Division of General Motors, the optimistic national business outlook inspired by General Motors' unprecedented five-year labor contract will stimulate increased truck sales far beyond the present heavy demand.

GMC already has capitalized on the fresh sales position, Mr. Johnson stated, and has, in fact, greatly

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contributed toward it through an extremely successful truck show held consecutively in New York, Los Angeles, San Francisco, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, Kansas City, Memphis, Atlanta, Charlotte, Boston and Washington.

The series of shows, attended by dealers, retail-store operators, GMC wholesale organization personnel and their guests, was the first since the war to provide a complete display of representative truck models throughout the entire GMC line.

National Cleaners Chemical Contest

NATIONAL Cleaners Chemical Mfg. Co. has announced that the first of its monthly prize-winning letter awards went to William Paulos of the Hollywood Dyers and Cleaners, Los Angeles, Calif. The best letter of each month describing a unique spotting problem solved by Jiffy-Stick earns a $50 prize for the writer. The prize-winning letters will be reproduced in full-page ads in the trade publications.

The manufacturer invites the spotters of America to enter the contest. All that's needed is a simple letter telling how Jiffy-Stick solved an unusual spotting problem in their plant. Letters must be confined to one page and hand-written or typed on business letterheads.

The company has prepared a new brochure, entitled "Spotting by Reduction," which explains and illustrates the many uses for Jiffy-Stick and its chemical properties. A copy will be sent free of charge on request. Write to Contest Editor, National Cleaners Chemical Mfg. Co., 2807 W. Lake Street, Chicago 12, Ill.

Vic Machine Now Fully Automatic

THE Vic Cleaning Machine Co., Minneapolis 5, Minn., has announced an improvement in its Vic Special Per dry-cleaning unit, which is now fully automatic. The Vic Filter is now an integral part of the unit.

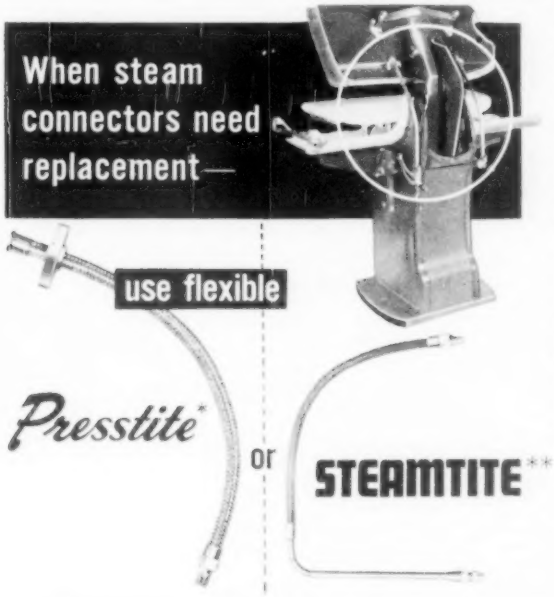
The new machine needs no special foundation, Vic states. Taking up a space of only 2½ by 6 feet, it can be moved through any 30-inch door.

The manufacturer recommends the new Vic Special Per for use in small plants as a nucleus for further growth, for use in large plants for re-runs and specials, and for hotels or institutions with limited drycleaning needs.

Further details of the unit will be sent upon written request to the Vic Cleaning Machine Co.

Wayne Promotes Eninger

WALTER C. LEITCH, vice president and director of sales of The Wayne Pump Company, Fort Wayne, Ind., has announced the appointment of R.



For modern machines use PRESSTITE — American PRESSTITE* Connectors are specially designed for modern laundry and pressing machines. They are made with the same type of flexible seamless corrugated bronze tubing that we regularly furnish to the pressing machine manufacturers. No seams, joints, welds or packing. Practically no maintenance. Easy to install; no special tools required.

For your old machines with swing joints use STEAMTITE — Make your old presses easier and faster to operate by equipping them with American STEAMTITE** Connectors. Remove the rigid steam pipe and swing joint—then install STEAMTITE Connectors. It's that simple.

Ask for descriptive bulletin L-173 — Bulletin L-173 clearly describes and illustrates American PRESSTITE and STEAMTITE Connectors and contains a listing of manufacturers' press model numbers to help you order connectors correctly. For your copy write The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Co., Ltd.

ANACONDA

Wherever connectors must move... American

FLEXIBLE METAL HOSE AND TUBING

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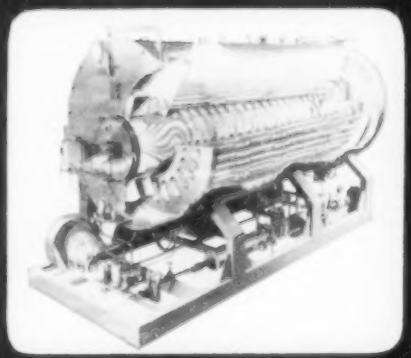
SAVE
• SPACE
• LABOR
• TROUBLE
MODERNIZE
Your Steam Plant
with a • Clean
• Efficient
• Fully Automatic
AMESTEAM GENERATOR
Thousands in use



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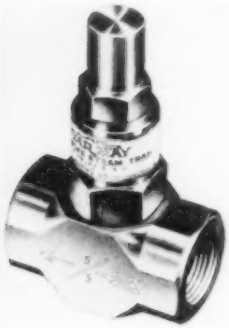
AMES IRON WORKS
BOX 107 OSWEGO, N. Y.
Builders of Better Boilers since 1848
Manufactured under
License in Canada by VOLCANO, Ltd., Montreal, P. Q.

P. Eninger, formerly domestic sales manager, to the post of manager of the Air Compressor Division. Mr. Eninger's long experience in the air compressor field, starting with product testing and design in the laboratory in 1930 and continuing through the last 12 years in various sales capacities, fully qualifies him for this new responsibility, the announcement states. Mr. Eninger was made manager of foreign sales in 1945, and from 1948 until the present time served as domestic sales manager.

New Yarnall-Waring Bulletins

THE Yarnall-Waring Company, Mermaid Lane, Philadelphia 18, Pa., has available a new bulletin, T-1739, which describes a recent improvement in the Yarway Impulse Steam Trap. To provide additional resistance to the abrasive wear and corrosion encountered in severe steam trapping service, the Yarway Impulse Steam Trap is now made with body of Type 416 stainless-steel bar stock. Internal parts, as before, are made of selected stainless alloys.



The company will also send on request a new 6-page bulletin S-203, which replaces its previous 4-page bulletin on pipe-line strainers. The new bulletin provides more up-to-date data on Yarway screwed strainers, ½ to 3 inches, and expanded details on Yarway flanged strainers, ½ to 5 inches.

Street Appoints Bob Ross

R. R. STREET & Company, Inc., Chicago, Ill., has announced the addition of Robert M. ("Bob") Ross to its field organization to service customers served by its jobbers in the metropolitan Chicago area. Bill Wilburn, who has been with the Street organization for many years, continues as senior field technician in the same territory.

ROBERT M. ROSS

Mr. Ross has a background of many years of experience in the dry-cleaning industry. His father was one of the industry's pioneers, and before the war Bob took an active part in practically every phase of the plant's operation. During World War II, he served in the Marine Corps.

Since the close of the war Mr. Ross has gained additional practical plant experience, particularly in the chlorinated solvent field. In recent months, under Bill Wilburn's tutelage, he has received special training in both large and small petroleum solvent plants.

Street again points out that there is no charge for

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AMBER PRESS CLAMP
"The Indispensable Little Stretcher"

Latest Model $5.95

Now with

★ SPRING STEEL Clamping Body —Highly Flexible. Fits All Presses.
★ POWERFUL SPRING—now operates on a straight line guided by a new link.

IF YOUR JOBBER CANNOT SUPPLY YOU—WRITE US

Stretch with head open—use both hands

AMBER MFG. CO. 607 So. Union Ave., Los Angeles 17, Cal.

its nationwide technical field service. Plantowners in metropolitan Chicago are invited to request the services of either Bill Wilburn or Bob Ross whenever the occasion may arise.

Filtrol Opens New Headquarters

THE Filtrol Corporation has announced the removal of its national headquarters to 727 W. Seventh St., Los Angeles, Calif.

In conjunction with Filtrol's expansion program, Wright W. Gary, president of the company, stated, "Filtrol's growth can be attributed to the extensive research and development program that has been carried

STANARD R. FUNSTEN

WRIGHT W. GARY

on during the past years, and which will continue to play an important part in widening our fields of activity."

"The recognition of Filtrol's chemically treated materials by an ever-widening group of industries," stated Stanard R. Funsten, manager of sales, "has necessitated enlarging our headquarter facilities to accommodate the growing demands. During 1949, Filtrol experienced its greatest volume of sales, and the sales outlook for 1950 looks brighter than at any time in Filtrol's history."

Pamphlet on Diamond Liquid-Blue

A FOUR-PAGE, pocket-size pamphlet describing its new "Diamond Liquid-Blue" has just been released by the Diamond Alkali Company.

The folder describes the properties and functions performed by Diamond Liquid-Blue, and gives directions and suggestions for preparing the blue bath with

● If you are steering your garments thru the production line on wheels . . . or, if you're nursing them along on a "dead-end" system, it's time to step up profits with a WHITE CONTIN-U-RAIL System.

● From cleaning room to delivery, you can install a continuous, inter-linking, suspended highway with CONTIN-U-RAIL fittings for smooth and speedy transportation of garments within your plant.

● WHITE CONTIN-U-RAILS give you a complete line of sturdy, well-designed fittings that convert ordinary ¾" or 1" pipe into an efficient conveyor that curves, switches from one direction to another and permits feed line connections into the main output line. Regardless of your layout, there is a CONTIN-U-RAIL system easily adaptable for your plant that you can readily adjust in case of changes.

So why keep traffic snarled? WHITE CONTIN-U-RAIL fittings can construct a line to fit your own specific needs and budget. Cost of installation? Install it yourself with ordinary household tools . . . no welding . . . no threading!

We will help you plan at no cost. Write us today.

OTHER CONTIN-U-RAIL FITTINGS FROM $10.50

WHITE MACHINE CO.
104 Livingston St.
Newark 3, N. J.

Dear White:
Please send us descriptive literature of CONTIN-U-RAIL
Name of firm
Address
City Zone State
Name
Jobber's Name

White MACHINE COMPANY
104 LIVINGSTON STREET, NEWARK 3, N. J.

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FUR CLEANERS

you'll be delighted with the amazing performance of the

*Lusterway** PROCESS

and

***Lusterway* FUR FINISHER**

Gleaming new-like beauty for soiled Fur Coats and Scarfs in minutes—easily—at low, low cost

Whether you've ever cleaned a fur or not—this outstanding equipment will be an eye-opener. Its simplicity, its perfection, its sure-fire performance day after day will be a revelation in the ease of handling furs. It's frankly hard to believe that so small an investment can make such a pleasurable return in speed and profits. It's hard to believe that an unskilled beginner can quickly out-perform an old-timer in cleaning and finishing furs. Lusterway equipment and the Lusterway process can do that for you—it's a real profit-maker, a real business builder. For full information without obligation . . .

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ROOT & CO.

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GRAND RAPIDS 2, MICH.

HOT WEATHER *Special!*

25% DISCOUNT
on All KISCO
DIRECT DRIVE
EXHAUST FANS
12 to 30 Inch Sizes

Write for Catalog BEF-7

Kisco Boiler & Engineering Co.

2414 DeKalb Street
St. Louis 4, Mo.

this material. Helpful tips covering wheel operation are also included.

For free copies of this folder, write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

American Honors Another 50-Year Man

MAX E. LEHMANN, manager of The American Laundry Machinery Company's Chicago factory, was honored by the company on April 24 upon his completion of 50 years of service.

Mr. Lehmann has literally grown up in the factory he now manages. As a youth, he started to work for the former Nelson & Kreuter Co. Seven years later that concern merged with five other companies to form the present American Laundry Machinery Co. Ever since Mr. Lehmann has played an important role in the manufacturing operations carried on in this plant.

In recognition of his half century of valuable service, Mr. Lehmann was presented with a handsome gold watch and a jeweled service pin at the anniversary celebration held at the Chicago plant. He becomes the nineteenth American employee to be so honored.

Du Pont Transfers Staudt

AMBROSE W. STAUDT, previously manager of the Market Research Section of the Du Pont company's Trade Analysis Division, has been transferred to the Rayon Department, where he will be engaged in market research studies. A graduate of Carnegie Institute of Technology, he was first employed in 1928 by the Du Pont Rayon Company as a research chemist. In 1939

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PANTS POCKETING
—ON A SPOOL—

That's the best way to buy pocketing for your repair department.

Three Kinds—Ivory White, Pearl Gray, Canvas Twill

Most all leading jobbers throughout the U. S. carry Spooled Pants Pocketing in stock. Ask for it or write us direct.

Manufactured by

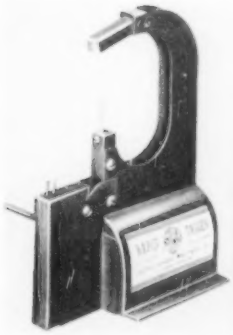
R. D. BUSSARD & SON

505 E. 5th Ave. Albany, Oregon

he became supervisor of the polymer and spinning area for the first commercial nylon yarn plant, and was later chief supervisor and then technical superintendent of the nylon yarn plant at Martinsville, Va. From 1945 until June 1949, he was manager of the Nylon Technical Service Section in Wilmington.

Super Announces Rapid Tagger

SUPER Laundry Machinery Co. has introduced a new Super Rapid Tagger unit, which is claimed to accomplish faster marking of linen and garments using only string and paper or cloth tags. No metal is used in the tagging operation, it is stated, thus eliminating any danger of snagging the customer's fingers or clothes with metal fasteners, and also eliminating rust spots.



Both dryecleaning plants and laundries can use the tagger with all types of fabrics and garments, the manufacturer says. The needle which "threads" string through the fabric will penetrate a stack of towels or bundle of socks as well as a suit coat, it is stated. As the thread used leaves no imprint in garments when they are pressed, tags may be left on, thus saving one operation. Tags as attached are visible for instant identification.

The unit, which is 9 inches high, can be moved to any convenient location. Descriptive literature is available from Super Laundry Machinery Co., St. Joseph, Mich.

Calgon Corrosion-Control Folder

A NEW folder, "Calgon Controls Corrosion," is being offered by Calgon, Inc., Pittsburgh, Pa. The folder describes and illustrates the "threshold treatment" whereby minute quantities of Calgon protect water systems against corrosive attack, and control corrosion of hot water systems and industrial cooling systems where water temperatures accelerate attack.

The folder explains that Calgon controls corrosion by forming a submicroscopic protective film over metal

Time-Saving-Profit-Making
HAMMOND
TUMBLERS

the **TUMBLER** *you asked for!*

Mr. Plant Owner! Quick, consistent drying is a must if you're to maintain your volume of business day after day. That's why Hammond Speed-King Tumblers are designed to give you the fastest possible drying time, yet consistently efficient.

We have tested and compared this new dryer with every other model available and these tests prove Hammond Tumblers are minutes faster; minutes that mean MONEY in your pocket. Forty years of listening to your suggestions have built this high quality tumbler, the way you wanted it. Fast, efficient, safe. Get your order in now and beat the Fall rush. Write, wire or phone us today!

SPECIFICATIONS

- Open End type with circular glass door
- Cylinder size 30" x 30" — capacity 35 to 40 lbs. dry wt.
- Shipping weight—700 lbs.
- Floor Space—39" x 41" x 72" Height

HAMMOND LAUNDRY-CLEANING MACHINERY CO.
Hammond Building, Waco, Texas

Gentlemen: Please send me full particulars concerning the Hammond Tumbler ..... Other Equipment .....

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For further details on these and other Hammond machines clip and mail coupon today.

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LAUNDRY-CLEANING MACHINERY CO.

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IT'S THE TALK OF THE TRADE!

It's the washer with plenty to talk about . . . ruggedness, modern appearance and outstanding operating features. See for yourself how the attractively priced Model 500 can cut time and work in your plant. Compare it with other "lever control" machines for the engineering points that mean longer life and better service.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

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430 EAST 10TH ST.
NORTH KANSAS CITY, MO.

Western Laundry Machinery Co

STORAGEMASTER

The word that means profitable garment storage, with a minimum capital investment. Write today for complete information.

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WALTER HAERTEL COMPANY
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surfaces of the water system. This film insulates the surface from the oxygen and other corrosive factors in the water, it is explained, but does not build upon itself nor impede the flow of water.

Rassenfoss Offers Transparent Bags

A NEW line of Luxor transparent storage and travel bags has been introduced by the Rassenfoss Bag Company, Glenview, Ill. Sizes now available are 42-inch for suits, 60-inch for dresses and 72-inch for formals and wedding gowns, as well as bags for storage of wooden blankets.

The company has also announced new Plast-I-Cleer Garment Delivery Bags, available in 24-inch width and 36, 54, 60 and 72-inch lengths. These are recommended by the manufacturer for use on de luxe services.

Dow Offers Decal

TO help its customers identify themselves in terms of Dow's national advertising, the Dow Chemical Company, Midland, Mich., is currently making available through distributors a colorful Solvent decal.

The attractive blue, white and red decal, measuring 12 by 6 inches, can be applied to inside or outside, transparent or opaque surfaces, Dow states. It is ideal for application on doors, store windows, delivery trucks, showcases, in picture frames and on display cards.

Warco Staff Confers

Members of staff of Warco Laboratories, Los Angeles, Calif., at recent conference at Long Beach, left to right: Mrs. Edna Garrett; J. Venice Sherman; Sid Yellen, new addition to service staff; Bob Fredson; W. A. Ramsey, Jr.; Ruth Robertshaw; W. A. Ramsey and Mrs. Ramsey; Venice Ramsey; Douglas J. Ramsey; Beverly Schneider; Louis and Agnes Caspary

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PRESS PADS
Resillo, Perfex, Champion, Permapads, "Round-the-Button", Standard, Flamenol

OVER 1000 SIZES AND SHAPES TO FIT EVERY PRESSING MACHINE

RESILLO COMPANY
2328 W. NELSON ST., CHICAGO 18
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS of METAL PRESS PADS

Carpet Cleaning Folder

AN 8-page folder, "The Right Way to Multi-Clean Carpets and Rugs," has just been published by Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul, Minn.

Illustrated by drawings and diagrams, the folder presents simple directions for doing a streak-free shampooing job. It tells how to get the right start, how to determine pile direction, how to prepare for shampooing, mix the solution, adjust the scrubber, and other details.

A section is devoted to special helps and precautions, such as how to shampoo under radiators, how to shampoo loose rugs, and how to prepare solution and operate the scrubbing machine on twist weave or frieze rugs and carpets. Another section explains proper vacuuming methods after shampooing and tells how to prevent rust stains and soaking of carpets. Suggestions are also given on the care of cleaning machines and tools. The folder concludes with a special paragraph devoted to cleaning upholstery, explaining the use of the wet-dry vacuum machine.

Hall Laboratories Appointments

CHARLES E. KAUFMAN, assistant director of research of Hall Laboratories, Inc., Pittsburgh, has been named director of research. He succeeds Dr. Everett P. Partridge, whose appointment as director of Hall Laboratories was announced recently by D. J. Erikson, president of Hall's parent firm, Hagan Corporation.

John N. (Jack) Welsh, director of engineering service of Hall Laboratories since 1939, has been named associate director of the firm. He will continue as director of engineering service.

Help with House Organs

A REPORT to members of the Labor Relations Institute states that the greatest need in labor relations is not better labor laws but better communication between employers and employees. One of the most effective methods of achieving this aim is the house organ or company publication. The report points out the importance of having the publication written from the employees' point of view.

A copy of the report containing "ten commandments for a company publication" may be obtained by writing the Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

Hopkins
ADJUSTIT
GARMENT HANGER

World's most popular adjustable garment hanger . . . and no wonder!

- Heavy plated brass chain.
- Hangs straight. Does not tangle.
- Body ruggedly constructed of light, strong aluminum.
- Strong plated-steel spring and plunger operate easily—finger-tip control.
- Body of "Adjustit" contains the chain. No annoying dangling of chain beneath the hanger.
- No parts to wear out . . . will last a lifetime.
- Adjustable to any height within a 5-foot range.
- Low price—only $2.95.

SEND THE COUPON TO YOUR LOCAL SUPPLY HOUSE
or direct to
HOPKINS EQUIPMENT CO.
HATFIELD, PENNSYLVANIA

Gentlemen:
Please send me ..... Hopkins "Adjustit" Garment Hangers at $2.95 each. Check is enclosed.
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Company .....
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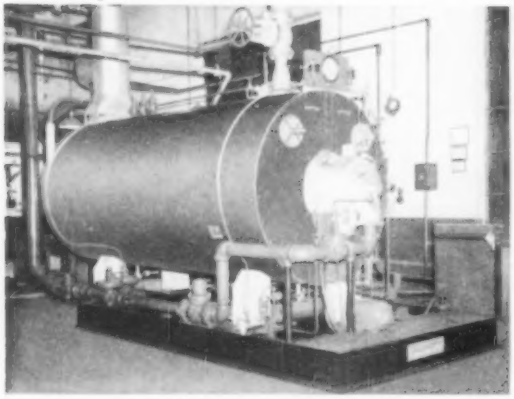
"Powermaster gives us FUEL SAVINGS beyond expectations!"



writes *E. Milota*, general manager of *Buckeye Garment Rental Company, Cleveland, Ohio*, about new 200 HP unit installed in their industrial laundry. "Its automatic operation assures ample steam regardless of load variation!"

Steam users throughout the world report their operating costs are reduced as much as 40% through Powermaster installations. High and low pressure units from 15 to 500 HP — for light oil, heavy oil, gas or combination gas-oil firing — give you advantages like these:

- Low fuel consumption through high efficiency
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- A.S.M.E. construction. Underwriters approval
- Widespread service by factory-trained men

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Please mail latest catalog showing Powermaster's cost-cutting advantages.

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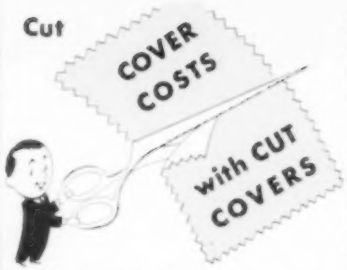

PRESS COVERS THAT LAST 260% LONGER

If you are cost conscious and quality minded you will be interested in the savings that can be made by installing

THERMOTEX READY-MADE COVERS

on all presses. Here are a few typical examples of endurance:

16,250 shirts on a swing bosom.

180 hours—11,200 shirts on a 4 lay press.

260% longer on a Tilton Cuff Press.

THERMOTEX is now available in cut covers with nylon drawstrings—or by the roll. Remember there is only one THERMOTEX and it is a product of H. Kohnstamm & Co. Inc., and sold only by Kohnstamm representatives. Accept no substitutes.

H. KOHNSTAMM & CO., INC. 89 PARK PLACE, NEW YORK 7, N. Y. OFFICES IN PRINCIPAL CITIES

Aluminum Plant Addition

AN unusual material for cleaning-plant construction is the aluminum used for the addition recently built onto the plant of Royal Palm Cleaners, West Palm Beach, Fla.

Originally furnishing only a high-price valet service under hotel contracts during the winter season, proprietor Michael Hehn decided several years ago to branch out into lower-price cash-and-carry cleaning for year-round residents. The experiment was a success, requiring two plant expansions to keep up with growing volume. The last included erection of the all-aluminum 65-by-25-foot extension, used for the finishing department, at the rear of the plant.

With the greatly enlarged space, Mr. Hehn was able to use the former drycleaning room for marking and storage, install a great deal of additional equipment, and operate profitably throughout the year. F. F.

Above: Owner Michael Hehn at entrance of Royal Palm Cleaners, West Palm Beach, Fla. Below: All-aluminum finishing room addition at rear

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Send your . . .

LEATHER or SUEDE

jackets • ladies' suits • coats • hats • gloves • to be DAVOTEX Processed by . . . .

WE KNOW HOW
C.O.D
CLEANING & DYEING CO.

1430 Harrison St. Davenport, Iowa

Serving Dry Cleaners in 48 States

PEOPLE AND PLACES

NORTH CENTRAL

A new cleaning plant is under construction for Richard W. Pearson, owner of Creamer Dry Cleaning Co., on Route 20 West, Ashtabula, Ohio. When the new plant is occupied the firm will be known as Pearson Cleaning Co. A branch will be maintained at the present premises at 4215 Main Ave.

The plant of Monkey Cleaners at 3000 Troost Ave., Kansas City, Mo., has been sold to the Rehabilitation Institute, but will be occupied by the dry-cleaning firm until a new plant is completed at 3833-37 Broadway. Mrs. Martha Franklin, president of Monkey Cleaners, is a vice-president of the Rehabilitation Institute.

DeKalb (Ill.) Cleaners & Dyers, Inc., 515 N. Seventh St., has been incorporated by J. H. McCabe, William E. Dammerich and Evelyn Melton.

August Assman, president of Bell View Cleaners and Dyers, Wauwatosa, Wis., recently celebrated the 25th anniversary of the firm.

Olde Dutch Cleaners, 5100 E. 38th, Indianapolis, Ind., has been established by Ken W. Davidson.

Elmer Kemmers, former owner of the U. S. Cleaners, Carrollton, Ill., has repurchased the business from his brother, Oscar.

The plant of Wardrobe Cleaners, Mt. Vernon, Mo., is being enlarged by construction of a second story.

Jennie's Cleaners, 654 S. Ninth St., Noblesville, Ind., has been sold by Mrs. Jennie Stern to Mrs. Ella Moreclock and Miss Martha Reynolds. The business will be known as Friendly Cleaners.

New Cleaning equipment has been installed by owner Monte Bennett at Olney (Ill.) Cleaners.

Drive-in plant of Sanitary Cleaners at Lansing, Michigan, maintained attractive appearance in spite of dingy snow banks flanking entrance

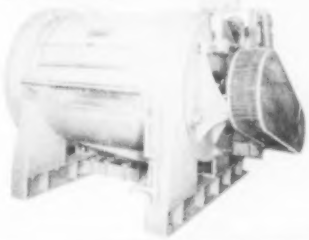
Simplify and **SAVE**

with

WASHEX

the *PROVEN* COMBINATION WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of *more than* 50%!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

. . . and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

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Speed up your Filtering by using the

MOTORPUMP

Here is a self-contained, compact unit that has been developed to meet the demand for consistent, high efficiency over long periods of operation. Standard and heavy duty, centrifugal MOTORPUMPS are built to rigid specifications to handle hot and cold liquids in a wide variety of dry cleaning operations as well as recovering cleaning solvents. Available in ¾" to 5" discharge sizes; motors from 1 to 40 h.p., delivering up to 1800 g.p.m. Make it a point to get our recommendations for size needed...price...delivery.

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LOST MARKING TAGS MEAN LOST GARMENTS

Be sure with **ARMA**
Daily Delivery Marking Tags

Marking tags becoming detached from garments can be a problem . . . but not if you are using Arma Daily Delivery Marking Tags. These tags are sewn to withstand the tough handling that garments must sometimes endure in the processing procedure. Increased strength of tag material, plus the fact that the tag is designed with the one-piece fastener as an integral part of the unit, combine to give the dry-cleaner and launderer a marking tag that meets all the requirements of plant processing.

Contact your jobber today—samples on request.

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.

ON-THE-SPOT DRY CLEANER

Acclaimed by thousands as the ideal cleaner for the $150-$1200 a week operator

Write today for information
Jobber inquiries invited

A. B. TEMPLE COMPANY
308 W. Burlington, La Grange, Ill.

John P. Hinden has opened Hinden Cleaners at Macon, Ill.

Raulie Dry Cleaners and Rug Service has been opened by Floyd Raulie at 5711½ Summit St., Kansas City, Mo.

Modern Cleaners, Amery, Wis., has been sold by George Herslaw and Murlin Lindahl to Mr. and Mrs. George Peters.

Erie Cleaners has been established by Charles Engstrom and Carl Katrell in the Wilson Building, Sterling, Ill.

Crystal Overall Cleaning Company, Jonesboro, Ind., is constructing an addition to its plant on W. Seventh St. The firm was founded in 1928 by owner Oscar W. Dudenhoffer.

A new plant has been constructed for the drycleaning business of Jay Crotty on E. Main St., Mt. Morris, Ill.

Superior Cleaners has been established on S. Center St., Adrian, Mich., by Rex O'Connor and Charles Tornwald, Jr.

Guy J. Kerley has purchased Kerley Cleaners, 911 S. 10th St., Mt. Vernon, Ill., from Edward Meek, Jr., to whom he had sold it in 1945. The business will be known as Kerley Cleaning and Dyeing Co.

Model Cleaners, Louisiana, Mo., has been sold by Mr. and Mrs. Ray Doll to Ralph Mathews.

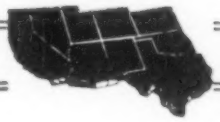
Curley Edward Knowlton and **Duke Louis Knowlton** have formed a partnership to operate Curley's Cleaners & Hatters at 2907 N. Illinois, Indianapolis, Ind.

Koontz Cleaners, Clinton, Ill., has moved to a new location on S. Quincy St.

Farley's Certified Dry Cleaners, Inc., has been incorporated at 1001 N. Washington, Kokomo, Ind., by Louren M. Easterday, Donald H. and Lillian B. Ausbach.

Trenton (Ill.) Cleaners has been opened in a newly remodeled building by C. A. Welz and Morris Draper. New machinery has been installed.

Arlington (Minn.) Cleaners has been purchased by Mr. and Mrs. Willard Phillips.

SOUTH  WEST

Jack Chiat has installed cleaning equipment at Jack's Cleaners, 18428 Ventura Blvd., Tarzana, Calif.

Parkview Cleaners has been opened by Mr. and Mrs. Jim Corcoran in the new University Park Center at 5014 E. 13th St., Wichita, Kans.

City Cleaners has been opened at 414 N. First Ave., Dunsmuir, Okla., by R. F. Goda.

A. O. Shorter has opened **Arden Cleaners** at 6140 Luther Lane, Dallas, Tex.

Madonna Cleaners, owned by Harry and Madonna Lunney, has moved to new quarters at 4207 N. Mona Ave., Baldwin Park, Calif.

A new cleaning plant and storage vault is under construction at 15th and Washington Sts.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"They are Indispensable"

Are you using "The Stain Removing Team?"

STAIN-A-WAY
Indispensable for Removing oxidized stains. **$1.75 Qt.**

DU-TEX
Completes the Job.
$2.85 lb. makes 20 gal.

Manufactured by

Order from your local jobber or write direct to

Warco LABORATORIES
Dept. B
1636-40 West Vernon Ave., Los Angeles, California

Junction City, Kans., for C. J. Haas, owner of Park Laundry and Cleaners. The laundry, Mr. Haas stated, would remain at the old location.

Thomas J. Simpson has established a rug and upholstery cleaning business at El Reno, Okla.

Master Cleaners has been opened in a newly constructed plant at 1006 Hickory St., Colorado City, Tex., by Forrest Yancy and Mary Welsh.

New equipment has been installed by A. E. Armstrong at Sunshine Cleaners, Loveland, Colo.

New Method Cleaners, Westwood, Calif., has been taken over by Tommie and Pete Foster.

Acme Cleaners, 110 W. Fulton, Garden City, Kans., has been sold by Mr. and Mrs. Clifford Hacker to George H. Bodman.

A new plant is under construction at 217 E. Main St., Hot Springs, N. M., for Model Cleaners, operated by Blackie Mostian.

Guy A. Pell has announced intention to sell Mode Cleaners, 2304 Wilshire Blvd., Santa Monica, Calif., to Charles W. Golds.

Paris Cleaners, owned by H. T. Fowler, has returned to its remodeled quarters at 121 W. Monroe St., Phoenix, Ariz.

Henry Miller Cleaning Service has moved to a new plant at 128 S. Main St., Centerville, Calif. Mr. Miller also operates plants at Niles, Newark and Alvarado, Calif.

City Cleaners, Belle Plaine, Kans., has been sold by Mr. and Mrs. Charles P. Trippel to Mr. and Mrs. Keith Lecklider.

Wardrobe Cleaners has been opened at 112 N. Pine, Nowata, Okla., by A. Archer.

Elite Dry Cleaners and Laundry has been opened in a new plant on Highway 66, Sayre, Okla., by Gracien Johnson and his son, Gerald Johnson.

New equipment has been installed by Kenneth and C. A. Powell at the City Pressing Shop, Comfort, Tex.

Partners James Grebill and Johnnie Slayter have announced that they will consolidate De-Luxe Cleaners, 32 W. 10th St., and ABC Cleaners, Central Ave., Tracy, Calif., and install the business in a new building on E. 10th St.

Jack Passmore, owner of De-Luxe Cleaners, 216 W. Ninth, Coffeyville, Kans., has bought United Cleaners, 922 Walnut, from Robert Erickson.

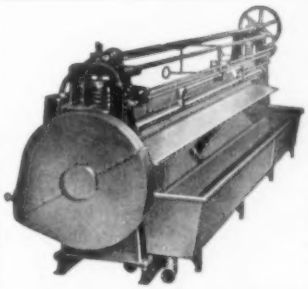
Mr. and Mrs. John Harmon have sold their interest in Wardrobe Cleaners, Broken Arrow, Okla., to Mr. and Mrs. Gerald Cave. A. Archer retained his interest in the business. Lester Arnold has become co-owner with Mr. Archer of Wardrobe Cleaners, 17 N. Adair, Pryor, Okla.

A remodeling program and installation of new equipment were recently completed at Globe Cleaners and Dyers, 304 E. Third, Sweetwater, Tex.

Charles Kolb has been granted a permit to build an addition to his cleaning establishment at 1419 10th St., Sacramento, Calif.

OK Cleaning Shop, Hesston, Kans., has been purchased by Marion Ford.

An explosion and fire of unknown origin destroyed the plant of Pine Grove Cleaners,



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

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"I DID IT MYSELF"

It's a snap with
TIME SAVERS
Pre-Engineered
"HI-SPEED"
RAIL FITTINGS

Construct your own efficient rail system at the lowest possible cost.

USE YOUR OWN ¾" PIPE.

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GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS.

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"ALL-IN-ONE"
Expansion
PIPE WRENCHES
The "Inside" Pipe Wrench

Indispensable—Pays for itself many times over.

Knurled eccentric cam provides positive grip on inside wall of pipe. No slipping—no damage to pipe.

Sizes ⅜", ½", ¾", 1"

Set of 4 In Handy Leatherette Case

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- Texturizing Service is a Business Builder.
- Restores shape, sizing and body to fabrics.
- Treated cloth resists moisture, sun and stains.
- A service customers like. Low cost. Write today.

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PRESSING MACHINE SHOULDER PUFFERS

Highly polished, scientifically shaped and tilted, 4 by 7 inch aluminum head fits all men's shoulders. Steams and removes underarm wrinkles. Shapes the shoulders. Produces uniform, shineless finish.

No. PFB $35.00

ANOTHER
Bill Glover
AID TO FAST PRODUCTION!

Quality construction throughout. Replaceable tough stainless steel valve seat and stem. Model PFB (left) bolts to press table....do touch-up work right at press faster with less handling. Model SC-11 (right) bolts to floor at end of press. Now there's no need to use old-fashioned hand pad methods that take three times longer!

No. SC 11 $55.00

CALL YOUR JOBBER TODAY, OR WRITE

Bill Glover
INCORPORATED
5204 Truman Road
Kansas City 1, Mo.

5025 Laure Koppe, Houston, Tex. Owner M. L. Chandler estimated the loss at $20,000.

Lawson's Cleaners has been opened by Mr. and Mrs. R. H. Lawson at 117 Riverside Ave., Roseville, Calif.

A new plant is under construction for Crown Cleaners, Jones, Okla., owned by Mr. and Mrs. Jess Frost.

Laudermilk Cleaners has moved to new quarters at 301 N. Fisk, Brownwood, Tex. The building has been remodeled and new equipment installed, owner Earl Laudermilk reported.

Owner Pat Pirtle has announced installation of new cleaning equipment at Pep Drive-in Cleaners, 6300 S. Vermont Ave., Los Angeles, Calif.

Bon Ton Cleaners, 617 School St., Augusta, Kans., has been sold by Ben Gonzales and Esther Mayes to Gene Cunningham and Joe Hardesty.

A. Lester Milholland has been appointed general sales manager of Zenith Cleaners, Dallas, Tex., it was announced by T. E. Milholland, president of the firm.

P. R. McClinton has announced intention to sell University Cleaners, 867 E. Washington St., Pasadena, Calif., to LeRoi Mansfield.

Ideal Kleaners, S. Main St., Farmersville, Tex., has been sold by H. H. Cutlarth to Jess and Wayne Johnson.

Castro "A" Cleaners has been opened at Castro and A Sts., Hayward, Calif., by Angelo Negro and Mitchell Folinsky.

Mr. and Mrs. Spencer Sullivan have opened Vogue Cleaners at 204 Burlington, Spur, Tex.

Ed Burtner has opened Cash Cleaners at 135 S. Church St., Grass Valley, Calif.

Nu Way Cleaners has been opened by Ted Ziegler and Harold Schoenberger in a new plant at Wakeeney, Kans.

Jesse W. Young, owner of City Cleaners, 220 Locust St., Sweetwater, Tex., has installed new equipment.

The NuJac, Inc., drycleaning firm has taken over and equipped a new plant at 5706 S. Vermont Ave., Los Angeles, Calif.

Clyde Blackburn has leased Leoti (Kans.) Cleaners to Jack Gilbertson.

Additional equipment has been installed by Mr. and Mrs. Woody McDermott at City Cleaners, Farwell, Tex.

W. L. Murray has been granted a permit to remodel premises at 411 10th St., Sacramento, Calif., for use as a curtain cleaning establishment.

New cleaning equipment has been installed at Roark Cleaners, Norton, Kans., by Fred Roark.

Zamora's Cleaners and Dyers has been opened at 7650 Compton Ave., Los Angeles, Calif.

Robison Cleaners, N. Sixth St., Honey Grove, Tex., has been sold by Mr. and Mrs. J. E. Robison to E. E. Chapman.

Garberville (Calif.) Cleaners and Dyers has been sold by Bob and Louise Nicle to Mr. and Mrs. Lou Hugnet.

Band Box Cleaners, Marysville, Kans., has been sold by Noble Foster to Ernie Lange. The business will be known as Lange's Band Box Cleaners.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Destroy C.B.*

*The Complaint Bug that kills sales.

NOW, STOCKS OF GARMENTS CLEANED TWICE AS QUICKLY AND THREE TIMES AS EFFECTIVELY With New Pat.

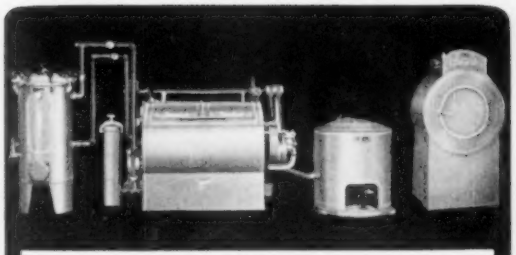
The modern way to clean and brush garments of every description. The LITTLE WONDER removes stubborn LINT, clinging hairs, threads, dirt like magic. Yes, even from seams and trouser cuffs. Cleans, blows, sprays, moth-proofs. WEIGHS BUT 3½ lbs. $49.50

Fast & Sanitary Little Wonder ELECTRIC WHISK-BRUSH MACHINE

Send for Circular

AMERICAN PRESSBOARD CO. Inc.
Mfrs. since 1910
110 West 30th St., N. Y. 1, PE. 6-8687

Also mfr's Pat. Needle boards for pressing velvet and nap-fabric materials without shine or gloss.



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Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

WRITE FOR FOLDER NC50

Standard LAUNDRY & CLEANING MACH. CO.
6900 Maple Avenue, P. O. Box 7251, Dallas, Texas
Phone Dixon 4-1742 & 43
MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT: TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

SOUTH EAST

John R. Kirkland recently celebrated the 25th anniversary of the founding of Kirkland Cleaners, 25 W. Liberty St., Sumter, S. C. The firm now operates branches at 517 W. Liberty St. and 337 Manning Ave.

Walker-Carter Dry Cleaners, owned by Frank Walker and Don Carter, recently held open house for its new storage vault in the new Walker Building on Southeast Main St., Rocky Mount, N. C.

Mr. and Mrs. Wallace Norton, proprietors of Deluxe Cleaners, Courthouse Alley, Falmouth, Ky., have remodeled and expanded the previous.

The formal opening of the Seven Hour Dry Cleaners and Laundry, Dixie Highway, Melbourne, Fla., was celebrated recently by proprietor K. W. Waterbury.

Modern Cleaners, owned by Luther Fickle recently held the formal opening of its new quarters on S. Broad St., Camden, S. C.

Brown's Dry Cleaners, Main St. and Halifax Ave., Daytona Beach, Fla., has been sold by C. J. Pratt Brown to Mifflin Washburn.

Barney Carter has opened Dixie Cleaners at Hampton St. and Railroad Ave., Walterboro, S. C.

A new plant is under construction on N. Beach St., Daytona Beach, Fla., to be equipped by Park-In Cleaners. The owner is R. L. Pontevint.

Modern Cleaners, Carlisle, Ark., has been purchased by E. J. Enderlin from Mrs. Harold Shoup and Oliver Shoup.

Albert J. W. Clary and Tank M. Parris have opened the new Deluxe Cleaners on W. Frederick St., Gaffney, S. C.

Tony's Head to Foot Shop has reopened, after a shutdown of some time, in a new location at 214-A W. Forsyth St., Jacksonville, Fla. The firm, which specializes in drycleaning and other clothes-maintenance services, is owned by Tony Picciano.

NORTH EAST

Anjone Dry Cleaning Emporium has been opened by Mr. and Mrs. Anthony Anjone at 91 Westport Ave., Norwalk, Conn.

Milton Cleaners has been opened on First Ave., Denville, N. J. by William Milton, who also owns A Cleaners in Dover, N. J.

Arthur Copeland Cleaners and Dyers, Cedarhurst, N. Y., is constructing a new plant on Grove Ave.

Viking is the original gear-within-a-gear rotary pump. It meets the needs of fast self priming, smooth, even delivery and the handling of either light or heavy liquids.

Pressures range to 100 psi in standard construction . . . 200 psi in heavy-duty construction . . . 500 psi in hydraulic oil applications.

A record of 30 years building this most copied of all rotary pump designs is behind the original genuine Viking.

The record of building this one design exclusively is revealed in the performance of all Viking gear-within-a-gear pumps . . . the design that made rotary pumps famous.

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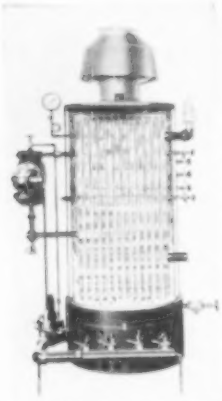

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Each KANE BOILER PACKAGE is carefully considered by us as an "individual" job—from the customer's requirements to the finished unit. And each BOILER PACKAGE is a compact, self-contained steam source that includes: the correctly sized KANE Automatic Gas-Fired Boiler complete with gas burner and controls to maintain required steam pressure; and an M-K-O Automatic Boiler Feed system designed to return condensate and supply make-up water as required for highest operating efficiency.

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Ten years of intensive research and development have produced the "New Yorker" line of air-operated laundry finishing presses. These smooth, fast, powerful presses are particularly desirable for quick, economical work . . . a new source of income which means more volume to you.

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Checking desk, bag storage unit and garment bagger all in one.

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Rugged, profit producing commercial type washers which are designed for continuous, trouble-free service.

Prices and information upon request

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Peter Petri, whose drycleaning establishment at North Adams, Mass., was wrecked by a flood about a year and a half ago, has opened a new plant and storage vault at 320 State Rd.

A new cleaning plant is being constructed for Ballard and Ballard Dry Cleaners, 24 Charlotte St., Binghamton, N. Y., owned by Kenneth and Arthur Kradjian. The new building, which will cost an estimated $150,000, will adjoin the Batey-Troy Laundry plant at 151 Laurel Ave., which the Kradjians also own.

Quality Cleaners & Dyers, 65 W. Central St., Natick, Mass., has opened a new fur storage installation at 530 Union Ave., Framingham. The business is owned by Sidney Featherman.

Frank T. and Edmond J. Kulok have filed a certificate to conduct Sunny Side Cleaners at 607 W. Main St., Carnegie, Pa.

Jules Miller, president of Rand Dry Cleaning Stores, Brooklyn, N. Y., has announced removal of the Rand Store formerly at 256 Kings Highway to larger quarters at 246 Kings Highway.

Leathers Cleaners, 109 Brinton Ave., Pittsburg, Pa., has been taken over by Nellie Treese.

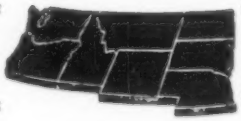
William E. Connors has filed notice that he is conducting Connors Dry Cleaning and Laundry, 406 S. Main St., Hartford, Conn.

A renovation program has been completed by owner Elbridge C. Smith at Ace Cleaners, 170 Liberty St., Lynn, Mass.

Acme Cleaners has been opened by Ken Anderson on West Ave., Fairport, N. Y.

John W. Stofega is constructing a drycleaning plant at 11th St. and Fifth Ave., Ford City, Pa.

NORTH



WEST

Velva (N. D.) Dry Cleaners has been opened by Mr. and Mrs. Glen Hanson.

Philomath (Ore.) Cleaners, Main and F Sts., has been purchased by Charles L. Burgess.

Al Phillips Sudden Service Cleaners, Seattle, Wash., has opened a branch at 117 W. Clark. Pasco, under the management of John Yasuna.

Building improvements have been completed at Elgin (Neb.) Cleaners.

Proprietor Donald Clucas has reconstructed an addition to the plant of Pantatorium Cleaners, Greybull, Wyo.

Charles Cleaners has been opened by Charles Franks at N4010 Nevada, Spokane, Wash.

Ideal Cleaners and Hatters, owned by Ethel Strain, has opened a new plant on S. Burlington, Hastings, Neb. A downtown branch is maintained at Third St. and Lincoln Ave.

Mr. and Mrs. Louis Greenlee have sold their interest in Rosalie (Wash.) Dry Cleaners to their partner, Ed Johnson. The plant will be managed by W. A. Holcuck.

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880 BROADWAY NEW YORK – 3

Owner F. W. Bertelsen has installed some new equipment at Parshall (N. D.) Dry Cleaners.

American Falls (Idaho) Cleaners and Hatters was opened recently.

Paris Cleaners will occupy space in the newly remodeled building at E9001 Sprague, Dishman, Wash.

Enke's Cleaners, Portland, Ore., has opened a branch at Main St. and Washington, Milwaukie, Ore.

Bahl Cleaners has been opened at Dilworth, N. D., by Neil Bahl.

James Carter has been granted permission to remodel the front of the Yellowstone Cleaners building on S. Merrill Ave., Glendive, Mont.

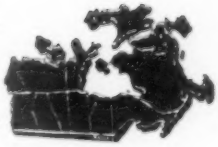
Apex Cleaners, owned by E. D. Boone and William B. Ellingson, has moved to its newly constructed and reequipped plant at 1208 S. 56th St., Tacoma, Wash.

Empire Cleaners has built a drive-in branch at 2955 Dodge St., Omaha, Neb.

Shamrock Cleaning and Tailoring, Gillette, Wyo., formerly operated by Art McIntosh, has been taken over by R. E. Downes and E. O. Burney.

Rogers Cleaners, formerly known as Crown Cleaners, Ephrata, Wash., has been purchased by Mr. and Mrs. Chris Rogers from Mrs. Mildred Willitt.

DOMINION OF CANADA



NEW-FOUNDLAND

Lampkin's Cleaners, Tillsonburg, Ont., has been sold by R. R. Lampkin to W. E. Earle. The firm name will be changed to Earle Cleaners.

Mercury Dry Cleaners has been opened on Gladys Ave., Abbotsford, B. C., by Jim Ford.

Licenses have been granted for operation of two drycleaning establishments at Redwater, Alta., one to Jack Milner, and one to Ronald E. Webb and Lloyd G. Russell.

Owners Earl and Emerson Stoddard have completed a storage vault at the rear of the plant of Felker Bros. Cleaners and Dyers on Main St. S., Weston, Ont.

Belgian Dry Cleaners and Laundry, owned by Fred Holub, has moved to a new plant at 48 14th St. W., Prince Albert, Sask.

Ferguson's Cleaners & Dyers has been granted permission to build a new plant on Hunter St. E., Peterboro, Ont.

Spic & Span Cleaners Ltd. has opened a new store at 143 Agricola St., Halifax, N. S., under the management of Vincent Lawrence.

A. H. Wray has been granted permission to move the Murray & Bennie drycleaning plant to a building at 1068 Barker St., Niagara Falls, Ont.

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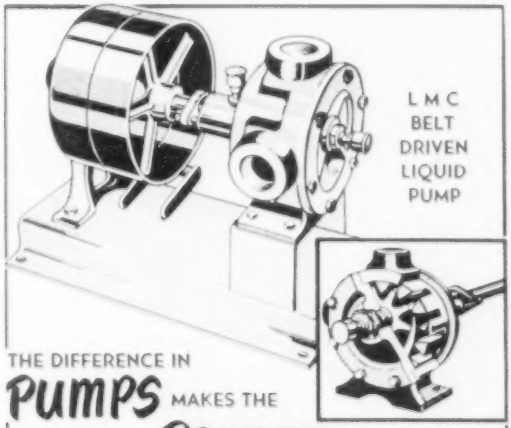

THE DIFFERENCE IN PUMPS MAKES THE DIFFERENCE IN PROFITS

The inset above shows the internal construction of the LMC Liquid Pump

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Prims are rustproof—dryclean proof and washable. They also can be removed from the garment without disturbing the thread that holds them on. Simply pry off the top button (or bottom) the material then, after covering the garment, slip it back on again.

Prims are the easiest, most satisfactory and most economical means of replacing lost buttons.

Available in Pearl, Shell, Leatherette, Combination and Decorative in all popular sizes. Packed in a box of six each size in the box, or in assorting 6 & 3 sizes.

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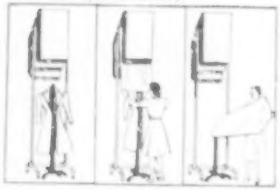

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KIRK'S suede and leather cleaners
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OBITUARIES

Harvey H. Miller, 67, president of The American Laundry Machinery Company, Cincinnati, Ohio, died May 19 after over a year of ill health. He had been with the company 51 years, starting as an office boy and rising through all phases of its operations, particularly sales activities, to become head of the firm in March 1946.

HARVEY H. MILLER

Mr. Miller was very active in the formation of the Laundry and Cleaners Allied Trades Association, of which he was vice president for several years. Before its formation he had been a director of the National Laundry Allied Trades Association in 1928. He was also twice president of the Cincinnati Laundryowners and Allied Trades Club. He was vice president and a member of the board of directors of the George Wiedemann Brewing Co., Newport, Kentucky, and a director of the Cincinnati Gas & Electric Company.

Mr. Miller was vice president of the Cincinnati Chamber of Commerce for many years, a director of the Ohio Chamber of Commerce, a vice president and director of the Mercantile Exchange of Cincinnati, a trustee of the Cincinnati Better Business Bureau, a director of the Norwood (Ohio) Manufacturers Association, a director of the Campbell County (Kentucky) Protestant Orphans' Home, vice president and member of the board of governors of the Queen City Club of Cincinnati, and a member of a number of other civic and social organizations.

Mr. Miller is survived by two daughters, Mrs. Russell H. Allen and Mrs. John L. Tangeman; two brothers, Dudley W. Miller of the Suburban Laundry, White Plains, New York, and Webb Miller, Guest Service Laundry, Long Island, New York, and two grandsons.

James Chauncey Burnett, 72, owner of Burnett Limited, Montreal, Canada, until his retirement in 1947, died May 21. He founded in 1890 the firm which became

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A NEW MILNOR PRODUCT!

New 30" Monel Curb Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available

PELLERIN MILNOR CORP.

NEW ORLEANS, 18, LA. U. S. A.

Burnett Limited in 1914. Since his retirement Mr. Burnett, as a member of the Lions Club of Montreal, devoted much of his time to helping underprivileged boys. He was also a member of the Elgin Masonic Lodge and the M.A.A.A.

Mr. Burnett is survived by a brother and a stepson.

J. Norris Hicks, 54, manager of the Western District for U. S. Hoffman Machinery Corporation, died suddenly on May 15 in the company's Los Angeles office. He had been affiliated with Hoffman on the West Coast since 1927, starting as a sales representative in San Francisco and advancing through various sales capacities to district manager in March 1949. Mr. Hicks served as a naval officer in World War I and conducted his own auto accessory business in San Francisco before joining Hoffman.

Mr. Hicks is survived by his wife, a son and a daughter.

J. Warren Kinney, purchasing agent of The American Laundry Machinery Co., died May 9 in Cincinnati, Ohio, after a brief illness. A member of Americana's "Half Century Service Club" since July 1948, Mr. Kinney had served as purchasing agent for over 35 years.

A native of Kentucky, Mr. Kinney started his business career in Cincinnati with the former F. M. Watkins Co., one of several companies which merged to form the present American Laundry Machinery Co. He was a past president of the Cincinnati Purchasing Agents Association and was a leader in local charitable and religious circles.

Mr. Kinney is survived by his widow, three sons, a brother and a grandchild.

George S. Wigfall, 66, senior sales representative for The Morris & Eckels Co., Baltimore, Maryland, division of Carman & Co., Inc., of New York, died April 20 at his home at Towson, Maryland. A native of Charleston, South Carolina, Mr. Wigfall entered the service of Morris & Eckels in 1912, and was one of the most widely known and best liked salesmen in his territory.

Mr. Wigfall is survived by his widow, a son, a daughter, a brother and three sisters.

Sanford Landis, 51, president of the Cleveland Dry Cleaning Co., Cleveland, Ohio, until his retirement because of ill health about a year ago, died recently. He was a member of the Ohio National Guard, Cleveland Heights Chamber of Commerce and Jewish Recreation

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Our process insures beautiful shades, fast to future cleaning or shampooing.

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?

These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.
Why?—They roll easier ..... turn better ..... and last longer!
That's why more and more Drycleaners buy Gi-Gr-Nite Casters every year.
Act now. See for yourself what Gi-Gr-Nite Casters will do for your Cleaning Plant!

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CLINTON 14, MICHIGAN
In Canada: Advance Steel Products Ltd., Chatham, Ont.

GI-GR-NITE
(Geiger-Knight)
CASTERS

Rid your Boiler of
SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . *USE*
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The scientific scale remover with
"COLLOIDIZING ACTION"

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Insurance at COST!

for Thirty-four Years

"Does your insurance pay you dividends?"

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Council. He is survived by his wife, a daughter, his parents, a brother and two sisters.

Charles C. Shadley, 68, operator of a drycleaning business at Indianapolis, Indiana, for 43 years, died May 10. He was a member of Capital City Lodge 312, F & A. M. He is survived by his wife, three daughters, a stepson, a brother and a sister.

August 12 and 13—NICD Alumni Association, Back Home Day, Statler Hotel, Washington, D. C.

September 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

October 2—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Ontario, Canada.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.

November 2, 3 and 4—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

November 17 and 18—Illinois State Cleaners and Dyers Association, Annual Convention, LaSalle Hotel, Chicago.

December 3—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

January 27, 28 and 29—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

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Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **I. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-5016. 1451-2

FOR SALE: Safety solvent plant engineered from ground up. Includes land, building and beautiful truck, all two years old. Located in town of excellent prices between Los Angeles and San Diego, California. Have finest reputation in community. Over $50,000 gross in 1949 and adding new customers every day. Serious ten-month illness in family reason for sale. Bona fide deal. **ADDRESS:** Box 3500, **NATIONAL CLEANER & DYER.** -2

Solvent Plant for sale in Southern California. Doing fifty thousand dollars yearly. Equipment in excellent condition. Property included or will sell business and lease property. Terms. **ADDRESS:** Box 3537, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANT—Mercury Unit—Excellent volume—above average prices—Northern California—Price $15,000. Reasonable terms. **ADDRESS:** Box 3547, **NATIONAL CLEANER & DYER.** -2

ALL NEW, ULTRA-MODERN CLEANING AND BACHELOR LAUNDRY, IN THE HEART OF TEXAS. EXCELLENT OPPORTUNITY FOR ANYONE WITH ENOUGH CAPITAL. PRICE $60,000. WILL FINANCE $30,000. DON'T REPLY UNLESS RESPONSIBLE. ADDRESS: Box 3567, NATIONAL CLEANER & DYER. -2

Modern Petroleum Plant in good West Texas City. Equipment 5½ years old. New building. Doing $2,500 to $3,000 monthly. Building and plant $17,000. Would sell separately. Pictures furnished upon request. **ADDRESS:** Box 3588, **NATIONAL CLEANER & DYER.** -2

Arizona. Old established drycleaning and laundry business doing over $100,000 gross yearly. Owner wishes to retire. **STROUT REALTY,** 3820 N. Central Ave., Phoenix. 3570-2

OLD ESTABLISHED LAUNDRY and DRYCLEANING BUSINESS, NOGALES, ARIZONA. BEST YEAR 'ROUND CLIMATE in STATE. 1949 gross $45,175; large expansion possibilities, no unions. $17,000 new equipment. Price $18,000—half cash. Ed. Westrup, Patagonia, Arizona. 3591-2

Modern Solvent Plant fully equipped, 2 new Metro trucks, buildings. Price $1.00 up. Finest reputation, old-established. Over $50,000 gross 1945-46-47-48-49. Will work with new owner 6 months. Priced right. Philadelphia, Penna. **ADDRESS:** Box 3599, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant: solvent, new machinery, mostly Hoffman and Cissell, doing $75,000 per year, capacity $3,000 per week. New building, long lease, oldest plant in Midwest established 60 years in restricted loop area. Price $40,000. Westad Cleaners & Dyers, 1111 Hennepin, Minneapolis, Minn. 3612-2

OHIO RUG CLEANING PLANT: Owner retiring. Building rented. Must dispose of business or equipment. Priced cheaply for quick disposal. Fully equipped Commerville plant consisting of 13'6" beater, 9' wringer, 2 scrubbers, dry room furnace and fans, 35×14' poles, 12x18 rug blocker and sizing equipment. Certified location equipment and upholstery machine, 2 setters, 2 binders and Hurdy-Gurdy. Plant still in operation. **ADDRESS:** Box 3613, **NATIONAL CLEANER & DYER.** -2

For Sale: Drycleaning plant, good equipment, excellent location, volume $20,000. Investigate this, $9,500—cash. **ADDRESS:** Box 3614, **NATIONAL CLEANER & DYER.** -2

Jackson, Michigan: Synthetic Plant, fully equipped, downtown location. Established 1945. Gross last year $50,000. 60% cash and carry. Fred W. Geddes, 106 E. Washington St. 3615-2

Modern, fully equipped, retail drycleaning business in Michigan. Yearly volume $200,000. Total price only $30,000 (thirty thousand). Owner does not have to sell business but would like to retire, provided that he can obtain a desirable and responsible tenant for the building that houses the plant. Purchaser must lease building for a minimum of 10 years or may have it for as much longer as he desires. **ADDRESS:** Box 3616, **NATIONAL CLEANER & DYER.** -2

For Sale: Solvent Plant, $41,000 volume. Fully modern equipment. Best town in North Illinois "growing," good terms. I have made enough to quit. Good prices, $25,000. **ADDRESS:** Box 3617, **NATIONAL CLEANER & DYER.** -2

WELL ESTABLISHED SOLVENT PLANT IN PENNSYLVANIA. Considered one of finest and most modern plants in state. Volume average over $4,000 weekly, retail only at good prices. Up-to-date cold storage vault. Room for expansion. Priced to sell, owner wishes to retire. **ADDRESS:** Box 3624, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT—Old established Petroleum solvent. Top quality, 100% retail, excellent location in Western suburb. Grossing over $40,000. Much room for expansion. Favorable lease. Illness makes sale necessary. Real buy for quick sale at $20,000. H. K. Ward, Atty., 241 Clinton Ave., Oak Park, Illinois. 3636-2

CLEANING PLANT—located heart of wealthy residential area suburban Los Angeles. No competition, low rent, good lease. Reason: Children's health, going South. Washington Dry Cleaners, 317 No. San Marino Avenue, San Gabriel, California. 3637-2

WILL SACRIFICE MODERN SOLVENT PLANT DOING OVER $18,000 ANNUALLY. Price reduced for quick sale from $8,000 to $6,500 with half cash, balance like rent, or will consider all cash offer. Located in Arizona's fastest growing city having finest winter climate in U. S. Equipment includes new Mercury Unit and upright boiler. Other equipment nearly new. Owner's other business interests demand sale by July 15th. Climate especially recommended for arthritis, asthma, sinus and bronchial conditions. Write Frank W. Klatt, 54 W. 3rd St., Yuma, Arizona. 3640-2

Modern Synthetic plant 5 years, truck. Best town in U. S. A. New equipment. **ADDRESS:** Box 3643, **NATIONAL CLEANER & DYER.** -2

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Drycleaning plant for sale. **GOOD OPPORTUNITY**, only plant in town of 10,000 population, fully equipped to handle $2,000 to $2,500 week volume. Three trucks and store in nearby town included. Grossed $52,000 in 1949. Price $20,000. **ADDRESS:** Box 3644, **NATIONAL CLEANER & DYER**. -2

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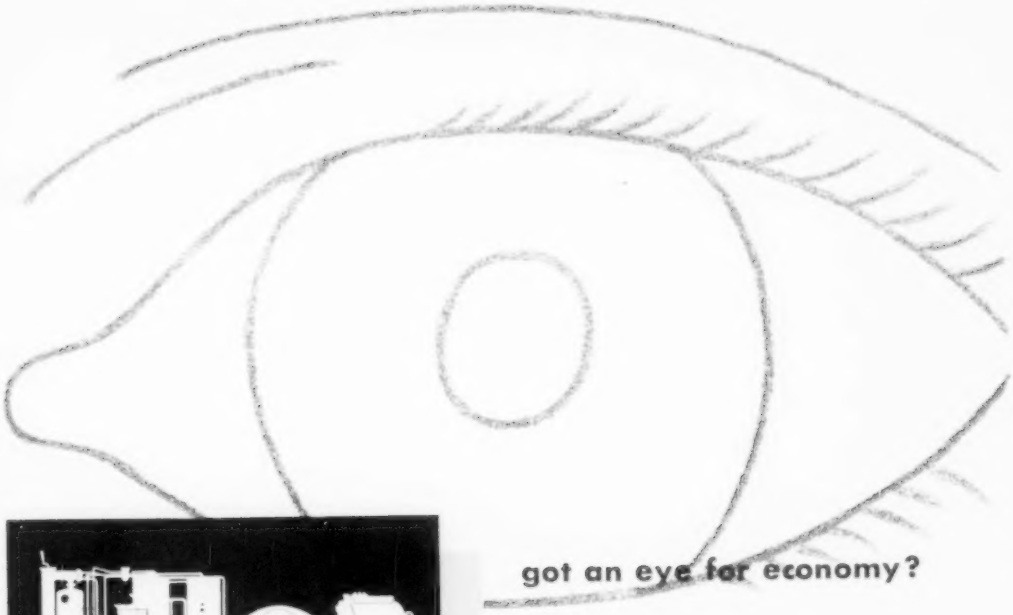

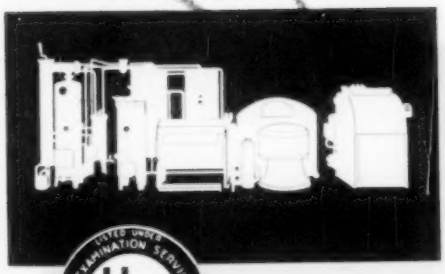

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